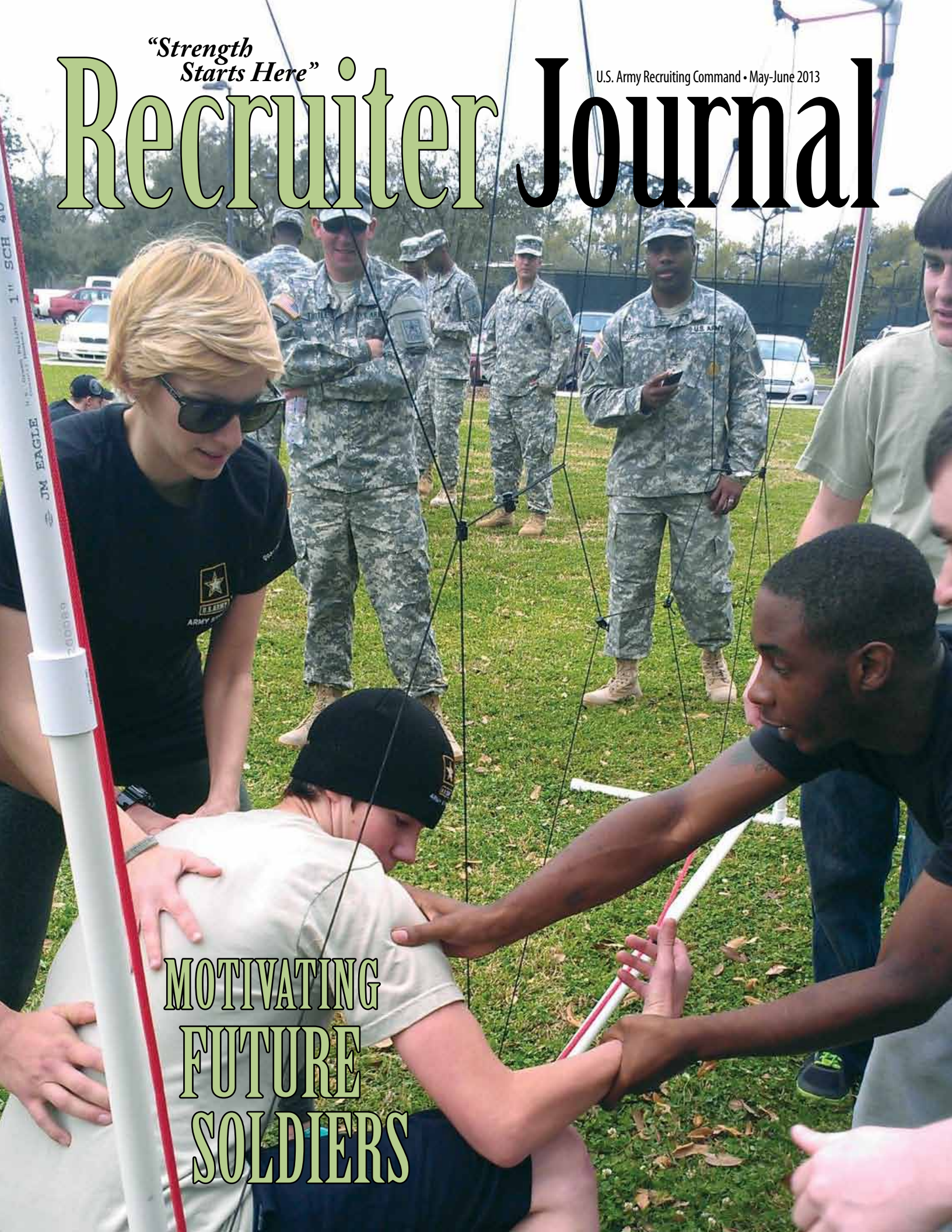


*"Strength
Starts Here"*

U.S. Army Recruiting Command • May-June 2013

Recruiter Journal

MOTIVATING
FUTURE
SOLDIERS





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ON THE COVER: Staff Sgts. Steven Tuttle and Jeremy Jackson watch as Future Soldiers use team building events to strengthen core skills March 9 during a mega Future Soldier event in Baton Rouge. Photo by Capt. Steve Milauskas.

BACK COVER: Sergeant Tifani Hightower motivates a group of students maneuvering an obstacle course in the Strength In Action Zone at the Royal Purple Raceway in Baytown, Texas, April 16. The zone is part of the Y.E.S. program, which accompanies the Army's sponsored NHRA races. Photo by John Thompson, Houston Bn.

**U.S. Army Recruiting Command**

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Thank You & Farewell

Maintain Momentum, Start Next Year's Planning

Congratulations to the entire team for the marked increase in performance we are witnessing in both Regular Army and Army Reserve production. This is the boost in momentum we need to finish out the year strong. Most impressively, we are experiencing an increase in contracts, despite having fewer recruiters on the team than we did this time last year. In fact, Department of the Army senior leaders recognize that additional recruiters may be required given the increase in FY 13 missions while maintaining robust entry pools as we enter future fiscal years. As a result, the Army recently approved 500 additional recruiters to join our team; they are tentatively scheduled to begin arriving to the command late summer and into next year.

As we anticipate the arrival of new recruiters, we are entering that traditional period of transitions. Whether our new teammates are coming from across the command or from across the Army, we must prepare comprehensive continuity books and have a well thought out plan in place to ensure a smooth transition for those who follow us.

As we prepare for school graduations and summer shipping, we must also focus on the next school year ... it is an important task that will have a significant impact on the next year's success. Bottom line: The goal is a seamless transition from one team to the next, especially with regard to maintaining good community relationships with schools and educators, Centers of Influence and key leaders ... an area we should continue to expand. The bonds we build with the American people — the trust we establish — are critically important to our credibility as Soldiers and as an institution, as well as our success in recruiting the future of our profession.

It is also essential that we have adequate sponsorship programs to ensure we are properly welcoming our Families — and Soldiers — into Recruiting Command. Our Family Strong Resource Guide was recently updated and is available online as a resource for all our Families, sponsors and incoming team members. It contains important information about the command and the various programs available to support our geographically-dispersed teams across the Nation.

We continue to receive phenomenal support from HQDA and TRADOC in spite of the fiscal challenges our Army and the Nation are facing. With that said, we must continue to do our part; we must execute our operations in the most fiscally responsible manner possible while working to ensure we maintain the trust of and connection with the American public. Many local outreach efforts can be executed at very minimal or no cost and are vital to our success. It's a fine balance, but one we can achieve. Bottom line: We must be efficient and wise with our resources, but at the same time maintain effective outreach at the center level. Your local efforts are having a positive impact on our ability to maintain the strength of the Army.

On a final note, Robyn and I want to personally thank every member of the USAREC team, not only for your tremendous service and sacrifice, but also for your friendship and commitment to this great organization we call the U.S. Army. We leave USAREC in the very capable hands of Maj. Gen. Allen Batschelet and his wife, Terri. Maj. Gen. Batschelet joins the team after serving as the Director for Operations, J-3, United States European Command. Please ensure that you provide the Batschelets with the same outstanding support, professionalism and commitment to excellence.

Also know that all of you and this great command will always hold a special place in our hearts. We truly appreciate the service and sacrifice you have made in providing the strength of our Army. God bless you ... Army Strong!



Maj. Gen. David L. Mann

Post 9/11 GI Bill Transfer Policy Changes Aug. 1

By C. Todd Lopez, Army News Service

Beginning Aug. 1, 2013, Soldiers who elect to transfer their Post-9/11 GI Bill benefits to a family member will incur an additional four years in the Army, without regard to their time in service.

"This policy was drafted in 2009 and takes effect Aug. 1, 2013. It is important that we inform Soldiers of this existing policy regarding the Post 9/11 GI Bill benefits," said Lt. Col. Mark Viney, chief of the Enlisted Professional Development Branch, Army G-1.

That news comes in a message to military personnel, dated April 15 (MILPER message 13-102). The rule largely affects senior officers and enlisted Soldiers who are retirement-eligible. As of now, these Soldiers may be able to transfer benefits to their loved ones with anywhere from zero to three years of additional service.

Soldiers who are not retirement eligible, electing to transfer their GI Bill benefits to a family member means re-upping for an additional four years.

Come Aug. 1, that rule will apply to all Soldiers, whether they are retirement-eligible or not. Soldiers are entitled to use the benefit for their own education, but taking advantage of the opportunity to transfer it to dependents is going to be used as a recruiting and retention tool, said Viney, who also serves as the policy proponent for the Army's Post-9/11 GI Bill Transfer of Education Benefits Program.

"We want Soldiers to be informed of the impact of this policy," Viney said. "This is going to impact their decisions and their families and whether or not they are going to have this money available to fund their dependent's education."

Veterans Affairs (VA) also has eligibility requirements for transferability. A Soldier must have six years of active duty in order to transfer his or her GI Bill benefits. Visit the VA's GI Bill website for more information: <http://www.gibill.va.gov/>.

'Starting Strong' Army's Newest Commercial Approach

Army Marketing and Research Group

With the number of pre-recorded services and commercial-free media options, traditional television commercials no longer reach key audiences as they did in the past, according to Mark S. Davis, deputy assistant secretary of the Army for marketing. In addition, research has shown the Army's recruiting demographic of 18- to 24-year-olds uses media differently.

Given that challenge, the Army Marketing and Research Group began exploring new and innovative ways to engage prospects and their influencers with content that realistically portrays the Army, Army life and the benefits of service.

"We have always known that our Soldiers are the best advertisement for our Army," Davis said. "But it is difficult to show the lifelong benefits of joining the Army team while countering the many myths about our Army in a 30-second commercial. We needed a new approach that allowed a deeper and unscripted

discussion with our key audiences."

Starting June 2 viewers will be able to see the result. "Starting Strong," a 10-episode long-form commercial will be broadcast in 16 markets and available nationwide on the Army's YouTube channel.

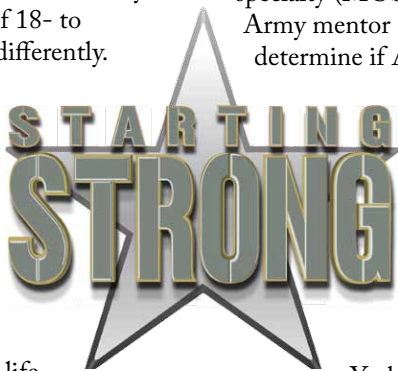
"Starting Strong" gives civilians interested in becoming a Soldier a chance to live and breathe a military occupational specialty (MOS) for a week with an Army mentor and actual Soldiers to determine if Army life is for them. At

the end of each reality-TV inspired episode, the prospect is asked if he or she wants to join the Army.

"Starting Strong" will air Sunday mornings June 2-Aug. 4, on FOX affiliates in New

York, Los Angeles, Chicago, Philadelphia, Dallas-Fort Worth, Boston, Washington, D.C., Atlanta, Detroit, Phoenix, Tampa, Minneapolis, Orlando, Austin, Memphis and Gainesville. Check local listings for times.

After each airing, full episodes will be at www.youtube.com/goarmyvideos while five-minute webisodes will be on the goarmy.com "Starting Strong" page.



Follow Pocket PT Guide for Future Soldiers

Recruiters are reminded that Future Soldier physical training programs will adhere to the guidance in FM 7-22 and RPI 237, the Army Pocket Physical Training Guide.

Drug Screening/ASAP Program Updated

All recruiting personnel will ensure applicants and Future Soldiers understand the principles of the Army Substance Abuse Program (ASAP). There is a mandatory requirement to use the applicant drug screening program. Applicants may decline to participate in the program, but all applicants must sign a USAREC Form 1242, Army Pre-Processing Drug Screening Acknowledgement and Consent Form, acknowledging their understanding of the program before being projected for a MEPS physical. Reference USAREC Msg 13-103.

Recruiting Personnel Must Avoid Endorsement

Joint Ethics Regulation (DOD 5500.07-R) states, "Endorsement of a non-Federal entity, event, product, service, or enterprise may be neither stated nor implied by DOD or DOD employees in their official capacities." This statement specifically applies to recruiting personnel referring or encouraging applicants or Future Soldiers to specific businesses. This includes, but is not limited to, banks, financial institutions, credit unions, barbers, fitness facilities, tattoo removal services or weight loss programs.

Reference USAREC Msg 13-122.

Company Operations Manual Released

The updated USAREC Manual 3-02 Recruiting Company Operations is dated March 1, 2013. Previously shared with Recruiting Station Operations, 3-02 is now a stand-alone manual addressing company operations within the small unit recruiting structure.

Reference USAREC Msg 13-101.

You Inspire & Motivate The Future of Our Army

As Cara and I prepare to depart on the next chapter of the Moore family journey, I'd like to share with you a few parting thoughts. During my time in this command, I have been blessed to observe an evolution that included uniform changes, countless regulatory and policy improvements, and so many "pilot" programs the number escapes me! However, one thing never changed: We have always been — and will forever be — the Army's trusted ambassadors to the American people charged with living the Army Values and having the highest levels of standards and discipline.

I have spent a great deal of the past three years educating our Army on who we are and what we do in USAREC... that we are not different or special, but incredibly similar to any operational unit. I trust my message (to you) has been the same.

I hope that as I now leave this command that's so near and dear to my heart, my legacy would be... technology, complex tracking systems and sexy commercials are all cool, but nothing inspires, motivates and gravitates a highly qualified applicant to our profession like a noncommissioned officer who is physically fit, looks and acts like a Soldier, and certifies their Character, Commitment and Competence through their actions. You don't have to be a good salesman to be a good recruiting NCO.

For more than 25 years the USAREC Family and the Moore family have been synonymous. Cara flawlessly executed 11 PCS moves and countless school enrollments, and established new relationships with every stop. Three of our four children went to at least two different high schools and all without one grumble or complaint!! If I had to do it all over again, I wouldn't change anything.... Well maybe one thing: I would probably have put a little more personal effort into balancing work and family. Enough with all that mushy stuff already!! Cara and I want to thank the many people who touched our lives over this lengthy journey and wish all of you Godspeed... We will continue to be advocates for this command and the incredible effort you give day in and day out to provide the strength for our Army.

Never confuse your importance with your proximity to danger!!

Strength 7 (out)



Command Sgt. Maj. Todd Moore

USAREC Celebrating 40th Anniversary of All-Volunteer Force

By Brian Lepley
USAREC G-7/9

Uncle Sam wants you ... again. Recruiting Command will celebrate the 40th anniversary of the All-Volunteer Army July 1 and seeks the personal stories of those who have served since 1973.

The command wants those millions of veterans to answer three questions: Why did you volunteer for the U.S. Army? What did you get out of your service? What do you think you contributed to the Army and nation through your service?

"Your stories of courage, service and sacrifice inspire new generations of Americans to follow in your footsteps," said Maj. Gen. David Mann, USAREC commanding general. "As Army ambassadors in your communities, our Soldiers for Life, we urge you to continue to share your Army Story wherever you go."

USAREC asks for veteran's stories for three reasons: To



establish an archive of Soldiers histories for the All-Volunteer Army on its 40th anniversary; to make the American public aware of the success of the All-Volunteer Army; and to inspire the next generation of volunteers and their mentors.

Veterans can answer these questions via email at armyrecruitingcommand@yahoo.com or through the Facebook page "Army All-Volunteer 40th Anniversary." Veterans should include their name, rank, years of service, city and state where they currently reside, and,

if possible, a picture in uniform. Recruiters are encouraged to identify veterans in their communities who have great stories to tell and ask them to participate.

USAREC plans to use this information in the Recruiter Journal, on social media sites and throughout the Army via Army News Service. With the help of Army veterans from the past 40 years, the success of the All-Volunteer Army will not fade away.

Leadership Lessons from Moses

By Chaplain (Maj.) J. Bart Horner
3rd Brigade

One of the great leaders in the Bible is Moses. From the pattern of his life we can observe four leadership styles that are still applicable today. Those four leadership styles are toxic, lone ranger, empowering, and emergent leadership. As we explore these leadership styles we will see that two of them are beneficial for a recruiting center.

Moses had the highest education possible during his time period. Raised in the palace of Pharaoh and tutored by the wisest scholars in all fields of knowledge, he was privy to all the learning of the arts and sciences that was available during that time.

Many leaders have the knowledge of effective leadership, but occasionally a leader might lack the wisdom of how to apply leadership effectively in a particular situation. Moses was knowledgeable, but as a young leader, he did not know how to apply leadership with a positive influence over those under him. This is what often occurs in toxic leadership. Moses wanted to fix a problem with the productivity of his work force. However, brute force showed an error in his judgment. He actually killed an Egyptian and had to flee for his life.

Some young leaders may have the basic knowledge about the job, but they might also lack the personal skills or life experience to positively influence those around him. Some young leaders in those situations might feel the need to be in aggressively control or harshly rule over Soldiers under their authority. Such behavior is perceived as toxic. A toxic leadership in a recruiting center can cause harm to the Soldiers and their families and potentially harm the organization.

Later in life, Moses went back into Egypt and led the Hebrews out of bondage. He had an assistant, but used him in a very limited role. Moses felt he had to handle everything from settling disputes to logistics. This attitude is described as lone ranger leadership, and it is a very small step up from toxic leadership.

The lone ranger leader believes only he or she can handle the demands of an organization. There is little trust in the ability of others to make decisions or take action for the benefit of the organization. The lone ranger will soon become exhausted and unable to cope with the management demands of the organization. This situation is known as burnout.

Moses had reached this point when he was trying to lead nearly 2 million Hebrews out of through their wilderness journey to the promise land. Although Moses was chosen to lead the people, he made his share of mistakes. He was intelligent, but he did not realize he needed to delegate

responsibilities to other leaders. He played the role of the lone ranger trying to lead without empowering subordinate leaders. There is no way he could continue successfully like that.

He didn't. Moses' father-in-law gave him wise advice. He was smart to listen. Jethro, the father-in-law, told him to empower others with leadership authority. Likewise, recruiting center commanders are wise when they delegate leadership authority to capable Soldiers. Doing so will help the center commander not burn out and it reinforces the Small Unit Recruiting concept.

Moses learned to give power and authority to trustworthy men. He set up a system that empowered leaders over 10, 100, 1,000 and 10,000. This endeavor is empowering leadership. It spread out the work load. It allowed Moses to focus on larger issues, while those under his authority could make decisions on the everyday mundane tasks. With his managers having the authority to make decisions independently, the organization as a whole benefited. What used to take weeks or even months to resolve was streamlined to a shorter period of time. When an issue was too large for his managers to solve, Moses was there to give a final decision. This type of leadership saves time and resources for the organization. An effective recruiting center uses this type of leadership.

As a great leader, Moses learned the benefit of emergent leadership. Emergent leadership occurs when one in a group steps up and demonstrates the leadership abilities necessary for the circumstances and for the mission. Jethro stepped up with the answer to a big problem. I believe he assisted Moses greatly by making the situation much better for all the Hebrews. In this way he displayed a couple characteristics of leadership. He provided Moses with sound counsel and helped prepare Moses to be a successful leader.

Army commanders lead their organizations well with sound advice from their subordinates. Sometimes the commander must make a decision when there are different courses of action. The advantages and disadvantages of each course of action is presented to the commander, who then exercises his authority to choose which course of action he or she thinks is appropriate. Moses had two choices. He could continue on a path leading to burnout or delegate. He chose wisely.

Moses' choice to empower subordinate leaders with authority was good for the people and especially helpful for those senior leaders directly under his authority. He took on the immediate role of supervising, developing, training and mentoring those leaders over 10,000. The commander of a recruiting center must also supervise, develop, train and mentor his or her subordinate leaders to achieve mission success. Moses had to emerge into this role and some center commanders will have to do so too.

Sexual Harassment & Prohibited Activities — What Future Soldiers Need to Know

By Victoria Sorensen
G-3 Plans and Programs Division

Once applicants cross over to being Future Soldiers, there are several things they need to understand about Army policies — especially pertaining to sexual harassment and prohibited activities. All Future Soldiers sign their enlistment documents and the Dynamic Annex before swearing into the Army; but do they really understand everything they've signed? More often than not, they don't understand what they signed nor have they read through all of their enlistment documents.

Future Soldier leaders and center commanders have the responsibility to ensure Future Soldiers start off on the right foot and understand the Army's policy on sexual harassment and prohibited activities and how it affects them. All Future Soldiers must understand that the Army has strict policies in place regarding these areas. During the Future Soldier Initial Orientation, Future Soldier leaders and center commanders will review the Dynamic Annex with their Future Soldiers and ensure they understand they now have added responsibilities and rules to follow.

Special attention must be given to explaining what conduct and activities are not permissible now that they have enlisted. All Future Soldiers must understand the Army prohibits any social activity of a personal, unofficial nature between them, Soldiers performing Hometown Recruiter Assistance Program (HRAP) or Active Duty Operational Support, Reserve Component (ADOS-RC) duty, sister service personnel and/or recruiting personnel.

Future Soldiers must be informed that Future Soldier Training Program functions are official activities to conduct training and are not considered personal, social activity; therefore, the above rules still apply to those functions. All Future Soldiers must understand they have a responsibility to report any violations of this policy, even if they become aware of recruiting personnel violating any of these rules as outlined in the Dynamic Annex.

Future Soldiers must understand they are now part of a professional organization that has no tolerance for actions that compromise the integrity of the unit. Indoctrinating Future Soldiers into our profession starts as soon as they take the oath with their understanding of our Army Values and policies.

In this command, Soldiers have the additional responsibility to serve as trusted ambassadors for our Army in communities across the nation, and Future Soldiers should know they play a vital part in that role. As aspiring professionals, they too are ambassadors for our Army. They are now part of our team; they are citizens whose commitment and character reflect the ideals, values, traditions, history and esprit de corps of America's Army, and they set the example for others to follow.

Ensure Future Soldiers Understand Policies on Prohibited Activities

Prohibited activities between Recruiting Command personnel and members of the Future Soldier Training Program **include**, but are not limited to, the following:

- Any type of romantic or sexual conduct. This includes verbal sexual suggestions (verbal, non-verbal or text), sexual harassment of any kind, dating, improper touching, sex, and/or sleep-overs.
- Profane language of any kind.
- Deliberate or repeated verbal comments or gestures of a sexual nature.
- Unwelcome, deliberate or repeated sexual advances or requests for sexual favors.
- Sharing or displaying pornographic material of any kind.
- Sharing of lodging.
- Sharing of a personal vehicle.
- Drinking of alcoholic beverages.
- Personal employment, such as baby-sitting and maintenance work.
- Financial deals, exchange of money, to include loaning, giving, receiving, or borrowing.
- Sharing of property, exchange of personal property, to include selling, purchasing, leasing, giving, receiving, loaning and borrowing.

Spouses' Job Hunt Starts Before Moving

By Terri Moon Cronk
American Forces Press Service

As service members start to receive their orders for summer moves, it's time for working spouses to update resumes, start networking for job opportunities and contact career counselors at their new locations, a Pentagon official recommends.

In an interview with American Forces Press Service and the Pentagon Channel, Meg O'Grady, program manager for the Spouse Education and Career Opportunities (SECO) program, said Defense Department officials are "absolutely dedicated" to helping military spouses overcome challenges they face in looking for education and career opportunities.

"We encourage all military spouses, throughout their service members' careers, to continue gathering the tools and resources they need for their career path," said O'Grady, a former military spouse. "At this time of year, we find spouses are thinking about packing their houses and moving their families, but this is the perfect time to start preparing to make that move in their career."

The SECO program, which spouses can access through the Military OneSource website, can be a valuable resource, she said. Program counselors will assist spouses throughout their employment life cycle, whether it's finding a new opportunity or preparing for a job search. Military OneSource also has information on federal employment for military spouses, who receive a hiring preference from the government, O'Grady noted.

She also recommended the Military Spouse E-mentor Program, in which military spouses can find others working at their next duty station and begin networking with them.

"Even if they're in a career they love, it always helps to expand the network and share their experiences with other military spouses who might have the same needs," she added.

O'Grady said the SECO program has four areas that are examined with each military spouse:

- Career exploration, to find a career spouses enjoy;
- Education, training and credentialing;
- Employment readiness tools such as resume writing, interview skills and "dress for success" skills to start a job search; and
- Career connection, through which spouses are connected to jobs through an employment partnership.

The Military Spouse Employment Partnership Program has 162 corporate, nonprofit and private organizations that are committed to hiring military spouses, O'Grady said.

"They recognize the challenges that military spouses face, and have committed to find them not just jobs, but career paths," she added. "The partners will educate their organizations to hire military spouses, they'll promote them, and they want to know when a military spouse is applying for a job." Spouses can get more information about the partnership at Military OneSource's Military Spouse Employment Partnership portal, online at <https://msejobs.militaryonesource.mil/>.

"We now have over 100,000 jobs available for military spouses, and since February 2011, we've actually posted over 800,000 jobs on the [portal,]" O'Grady said.

And because military spouses experience a 26 percent unemployment rate and military wives face a 25 percent wage

gap compared to civilians, "our programs, resources and services are designed to help decrease that gap," O'Grady said. Men, who make up about 5 percent of military spouses, don't experience the gap, she said.

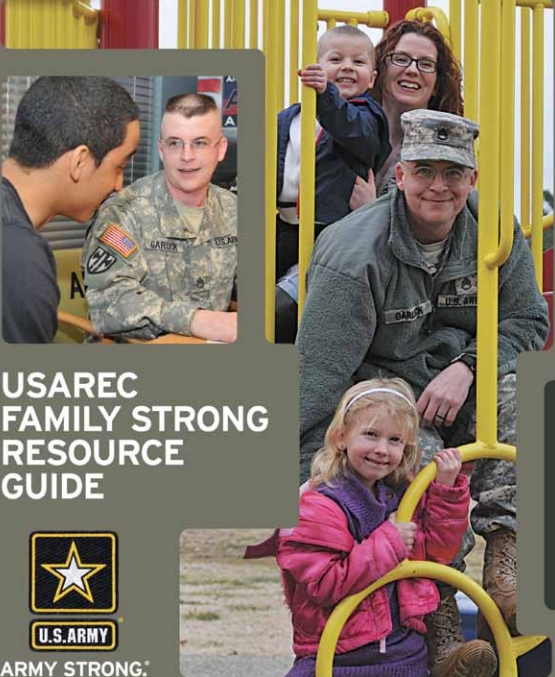
The partnership keeps her program informed monthly on military spouse hirings and promotions, O'Grady said, and also provides the number of spouses who were relocated within their organization.

"Portable careers" has become a key phrase in today's workforce, O'Grady said, and for military spouses, such careers often are popular.



"We emphasize that the skills and experience [military spouses] gain from just about any career can be applied to a portable career," she said. "Military spouses tend to find education, allied health care and business management careers to be the most popular, so we try to support the career by addressing the challenges they face, such as licensing across the states, flexibility in the workforce, and adaptability as they move."

All active duty and Reserve spouses are eligible for the Spouse Education and Career Opportunities program, O'Grady noted.

UNITED STATES ARMY RECRUITING COMMAND



USAREC
FAMILY STRONG
RESOURCE
GUIDE

ARMY STRONG.

The USAREC Family Resource Guide was distributed digitally across Recruiting Command in April; it is available online at <http://issuu.com/usarec/docs/usarec-family-guide13>. For additional Family resources, visit the Soldier and Family Assistance Branch website at www.usarec.army.mil/hq/HRD/SFA/index.shtml.

More Moving Resources

Plan My Move

Plan My Move is an online tool to simplify the moving process for both experienced and first-time movers. Plan My Move provides Families comprehensive moving information, details about benefits and allowances, a relocation budget planner, and links to MilitaryINSTALLATIONS and Military OneSource.

<http://planmymove.militaryonesource.mil>

MilitaryINSTALLATIONS

MilitaryINSTALLATIONS is a searchable directory of installation and state programs and services — including recruiting battalions — for easy access to phone/fax numbers, email addresses, websites and maps. Use it to find a specific program or to create a list of programs available within a certain distance of a ZIP code.

www.militaryinstallations.dod.mil

Children Need Routine Environment During Moves

By Terri Moon Cronk

American Forces Press Service

Service members and their spouses who will travel to new duty stations this summer might face the added concern of keeping life routine for their children, the director of the Pentagon's office of family policy and children and youth told American Forces Press Service and the Pentagon Channel.

"Just as adults are affected by change, so are children," Barbara Thompson said, noting that if a parent is stressed about a move, a child can sense it and also feel stressed.

Military children can go through six to nine household moves while they're growing up, and even more in many cases, Thompson said, so their parents must be sensitive to how the disruption affects them.

"Military families with a wide range in age among their children should think of each child individually, and consider the nuances of their personalities" to help them adjust to their new homes and schools, Thompson said.

It's important to keep children on a routine as much as possible during the transition from their existing home to the new community, Thompson said.

"It's hard, because [military] children always are the new kids on the block," she said. They also might start school too late to get on a team or join a group, so parents should be aware of how this would affect their children, she added.

The "Military Youth on the Move" page on the Military OneSource website (<http://apps.militaryonesource.mil/myom>) is geared toward helping children make military move transitions, Thompson said. One video offered on the site is about bullying, she added.

"Because we recognize being the new kid in the school is a position of vulnerability," Thompson said, "we want to arm our children with tools on how to speak up and be a part of the solution and not continue to see [themselves] as bullies, or another child who is being bullied. It's a critical tool for our military children to have."

The site is interactive, and it caters to three age groups: children from 6 to 8, tweens from 9 to 12, and teenagers.

"Parents can contact Military OneSource and get telephone or face-to-face counseling," she said. "A licensed clinician can help walk parents through how they can help their child adjust."

Updated Family Resource Guide Now Available

By Julia Bobick

Editor

In April USAREC launched an updated Family Strong Resource Guide, a comprehensive source of information for Soldiers and Families making the transition to recruiting duty and across the command.

"I think everyone feels a bit anxious when they are coming to a new environment. Being assigned to USAREC has unique challenges because we're so geographically dispersed and in most cases living away from a post with Army Community Service facilities," said Robyn Mann, wife of USAREC Commanding General Maj. Gen. David Mann. "We hope the USAREC Family Strong Resource Guide will empower Families by giving them the information they need to assist with moving and understand how USAREC functions."

As the command reinvigorates its sponsorship program, the guide serves as a great tool to help USAREC Families help each other, according to Cara Moore, wife of USAREC Command Sgt. Maj. Todd A. Moore.

This guide is one of the many resources USAREC provides to help Families become more self-sufficient and remain resilient, according to Frankie Stull, USAREC's chief of Soldier and Family assistance.

Stull said a lot of work went into developing and researching the information in the guide, an effort led by the command's senior spouses, as well as Lori Legg, wife of the USAREC G-3 Sgt. Maj. Luther Legg, and Chris Lamb, an intern assigned to the project, along with the staff of the G-1 Soldier and Family Assistance Office. It was true a team effort. Mann said she is both incredibly proud and appreciative of the entire team's efforts to create such a detailed guide to help USAREC Families.

Mann cautioned, however, that, "Even though the guide will help, there is nothing that compares with talking to someone who has been there. We encourage USAREC Families to reach out and sponsor these new Families so we can make USAREC even more ARMY STRONG!"

Recruiters Become Master Resilience Trainers

Learn to Handle Negative Situations in Positive Manner

Story and photo by Fonda Bock
Associate Editor

“I wish I would have known this information 10 years ago,” Staff Sgt. Joshua Ferencz said of the 10-day Master Resilience Trainer (MRT) course he attended at Fort Knox, Ky., in March. “Honestly, this is one of the best military schools I’ve been in. You realize who you are on the inside, and then they show you how you can change and be more resilient.”

During the two-week course, the South Carolina recruiter learned effective communication skills, how to control his emotions, how to identify daily occurrences that trigger emotions and rage, how to deal with those situations in a positive manner and how to view situations with optimism, regardless of the circumstances in both his personal and work life.

“Personally, I wish I would have known this before my three deployments because I know my home life would have been a lot less rocky, so to speak. You get in this one mind set or you’re raised this one way as a Soldier and you think that’s the norm. And when you step back after you learn these lessons you realize there’s an alternative way to think, get somewhere and do something.”

The 28-year-old has been in recruiting for just a year. Previously, he served in the infantry doing yearlong deployments in Iraq in 2005 and 2007 and Afghanistan in 2010. The stress and trauma from war stayed with him when he returned home.

“Through all my deployments it was pretty much a year on and a year off for my wife and myself for six years. As soon as things would start to get right, I was deployed again, so it was back to square one after a year.

“Even though we’re Soldiers and we’re trained to be disciplined, emotions aren’t just something you can just turn off and on like a light switch. This course teaches you really how to get inside your own thoughts, your own emotions and express them without hurting somebody else or them hurting you.”

Conducted by the Comprehensive Soldier Fitness (CSF) Mobile Training Team, the MRT course was sponsored by Recruiting Command to train and certify 70 recruiters and civilians within the command to support and execute resilience training for USAREC Soldiers, Families, staff and Future Soldiers.

Resilience is the ability to grow and thrive in the face of challenges and bounce back from adversity. Resilient Soldiers are self-aware, self-regulated and adaptive leaders who possess mental toughness, perform at optimal levels, exhibit enhanced leadership

and communication skills, and present goal-achieving attitudes.

These characteristics and being mentally, emotionally and physically strong are what every great organization desires from its Soldiers, leaders and staff, said Phil Tabor, Recruiting Command’s G-3 Training Division chief.

“We are a high priority organization for implementing resiliency programs. Just like the rest of the Army, we’re bringing in people from different cultures and nationalities and expecting everybody to think and react the same way and they don’t. And we’ve found that the resilience of today’s youth may not be as high as it was in the past.

“We deal with people from all walks of life, people telling us no, people totally against military service, and how do we relate to that when we’ve grown up in an organization that is proud of what we do. We take those feelings home with us, combine it with our combat experiences, and the stress of learning a new job, and it trickles down into our relationships. So resiliency provides us with the tools to be able to live and relate in life a lot more appropriately,” said Tabor.

Coming from his hometown right outside of Pittsburgh to a recruiting center in Florence, S.C., was a culture shock for Ferencz. And coming from the disciplined male environment of the infantry where Soldiers are more apt to just execute the mission without asking questions, Ferencz wasn’t mentally equipped to work with civilian prospects.

“When it comes to enlisting, knowing what I know now, I think I can now better communicate with applicants/prospects.

“Get to their level because we’re not all the same, maybe they need something explained to them a different way. I was so used to dealing with, ‘Hey private, do this,’ because you’re my subordinate and I’m your superior and you have to do it. It’s not like that working with civilians and it took me time to realize that — that they are just kids not in the Army yet and that we really have to focus on them as an individual, not as a Soldier.”

Working in recruiting is also the first time Ferencz said he’d ever worked with women in his entire career.

“I’m realizing that this guy is really good at this and she is really good at that, and that we can all come together as a team and be more efficient and productive in our day-to-day operations, I think this is going to be beneficial for all of us at this center.”



Staff Sgt. Charles Scott and Sgt. 1st Class Fernando Hernandez, with 3rd Brigade, consult with master resiliency facilitator Phalecian Rawlins during the 10-day Master Resilience Trainer (MRT) Course at Fort Knox, Ky., in March.

During the course participants learned:

- Real-time resilience: How to shut down counterproductive thinking to enable greater concentration and focus on the task at hand.
- How to identify character strengths in oneself and others to build the best in yourself and others.
- How to use character strengths in challenges and leadership: How to identify character strengths in yourself and others to improve teamwork and overcome challenges.
- Assertive communication: How to communicate clearly and with respect, especially during a conflict or challenge. How to use the IDEAL model to communicate in a confident, clear and controlled manner. I=Identify and understand the problem, D=Describe the problem objectively, E=Express your concerns, A=Ask the other person for his or her perspective and ask for a reasonable change, L=List the positive outcomes that will occur if the person makes the agreed upon change.
- Active constructive responding and effective praise: How to respond to others with authentic, active and constructive interest to build strong relationships and how to use praise to build mastery and winning streaks.
- Hunt the good stuff: How to hunt the good stuff to counter the negativity bias to create a positive emotion and how to notice and analyze what is good.
- How to identify your thoughts about an activating event and the consequences of those thoughts.
- Avoiding thinking traps: How to identify and correct counterproductive patterns in thinking through the use of critical questions.
- Detect icebergs: How to identify core beliefs and core values that fuel out-of-proportion emotions and how to evaluate the accuracy and usefulness of those beliefs. How to identify core beliefs and values that promote rejuvenation.

- Problem solving: How to accurately identify what caused the problem and solution strategies.

- Put it in perspective: How to stop catastrophic thinking, reduce anxiety and improve problem solving by identifying the worst, best and most likely outcomes of a situation.

- Mental games: How to change the focus away from counterproductive thinking to enable greater concentration and focus on the task at hand.

During this era of heavy budget cuts for the Pentagon, this training was deemed essential by USAREC Commanding General Maj. Gen. David Mann, said Command Psychologist Lt. Col. Ingrid Lim.

“Since our recruiters are not all on one post where there is consolidated support, it’s imperative we get MRT trainers out into the field. They become sort of our embedded support for our Soldiers out in the command and help recruiters build resistance, reduce behavioral health issues or acting out behaviors, and help them cope with whatever stressors they’re facing,” Lim said.

All participants received a certificate of completion and a skill identifier of 8R, which identifies them as a master resilience trainer for the Army.

USAREC now has approximately 400 MRT trainers; the goal is to have 819 by fiscal year 2015.

Lim encourages commanders to find out who their MRT trainers are.

“I think sometimes we have unused assets. So commanders, seek out your MRTs, observe them in their training, select the best you have and send them to the advanced master trainer course. Then we can train our own assistant trainers within our footprints.”

Tabor emphasized that master resilience trainers are not counselors or psychologists; they are not financial or marital advisers, but experts on training resiliency skills.

FSTP... What's in your Program

By Victoria Sorensen,
G-3 Plans and Programs Division

Each year we recruit thousands of the best qualified men and women to join our profession. We spend hours informing them of Army and Army Reserve opportunities. We ensure they are mentally, morally and physically qualified, and then guide them to an Army decision.

If we spend all that time learning about the individual, guiding them through the process and convincing them to join our Army, then how come we don't continue that professional relationship while they're in the Future Soldier Training Program? It is still our job to follow up with these Soldiers, especially while they're in the FSTP. If we work so hard to get them in, shouldn't we work just as hard to keep them? Things do happen to prevent Future Soldiers from shipping to basic combat training, but it should not be a last-minute surprise.

We all know that a change in a Future Soldier's status can occur for various reasons. Some fail to graduate high school, earn a college scholarship or change their short- or long-term goals. Others simply fail to report, decide to enlist into another branch of service or encounter physical problems that can disqualify them — temporarily or permanently. Recruiters are not directly responsible for a Future Soldier's conduct or choices, but they are responsible to treat them as Soldiers and ensure they remain fully qualified for service.

This leader-Soldier relationship should be ongoing throughout the recruiting process and during their time in the FSTP. Developmental counseling helps a prospect become an applicant and can be used to reinforce a wavering commitment. Each situation is different and demands a thoughtful, professional approach. Recruiting personnel — Soldiers or civilians — may not threaten Future Soldiers with arrest, a poor credit rating or other adverse action for failing to ship to training.

As you follow up with your Future Soldiers, don't be afraid to ask the hard questions to ensure they are still qualified. Using the FSTP decision matrix, Future Soldier Asset Inventory (FSAI) checklist, and the Future Soldier pre-execution checklist can help identify potential issues. How your Future Soldiers answers the questions you ask will help determine what actions need to be taken. Mitigation of issues as they arise ensures your Future Soldier remains qualified and ships to initial military training (IMT) on time.

While the inclination might be to keep Future Soldiers until the last possible moment so issues can be resolved, there are risks with this approach. Each year thousands of training seats — and all associated funding — are lost due to last-minute losses. Most of these occur within 30 days before a Future Soldier is scheduled to ship to IMT. Actions or issues that cannot be resolved should be addressed immediately and a review conducted to identify if the Future Soldier is still qualified to ship to IMT. Once the review is complete and a determination is made on the Future Soldier's qualifications, leaders must take action. All potential losses must be reported immediately if the Future Soldier is found to be disqualified for enlistment and no waiver can be submitted.

Identifying losses immediately — and at the minimum of 45 days prior to the ship date — allows training seats and funding to be reclaimed and used for other individuals processing for enlistment. The Fiscal Year (FY) 2013 average investment per enlisted



Staff Sgt. Anthony E. Jackson, of the Jamaica Recruiting Center in Queens, N.Y., gives a class about vehicle preventive maintenance checks and services, to an attentive group of Future Soldiers during the New York City Battalion's Shoot, Move, Communicate Total Army Experience Future Soldier training in October at Fort Totten Park.

accession is \$18,000. As of April 10, the command had taken 1,707 losses between zero and nine days, and 2,442 losses between zero and 30 days, resulting in a net loss to the Army in the millions this FY. While some of the lost funds can be reclaimed, most are lost forever.

As the Army continues to deal with constrained budgets it is imperative we exercise fiscal responsibility when managing our Future Soldiers. Ask the right questions and ensure your Future Soldiers make their scheduled follow-up appointments, attend training events, work on their training modules, pass their PFA and remain fully qualified. Doing these simple things will provide the Army with the best qualified Soldiers and ensure we are being good stewards of our profession.

Top 12 Questions to Ask Your Future Soldier

Did you graduate from high school/college?

Are you in good standing and scheduled to graduate?

Do you have any medical issues since we last spoke/met?

Are you taking any new medication since we last spoke/met?

Is your family still agreeable with your decision to enlist?

Do you have any new law violations to include traffic tickets?

Did you get any tattoos? Have you gotten any additional tattoos?

Is your driver's license still valid? Have you obtained your driver's license?

Have you had a change in your dependents since joining?

Are you pregnant?

Has your marital status changed (married/divorced/separated)?

Do you have any promissory notes?

Have you given your employer notice that you are leaving for training?

FSTS Redesign

Expands System to AMEDD Future Soldiers

By Julia Bobick
Editor

The Future Soldier Training System (FSTS) has been completely redesigned and expanded to include more populations of Future Soldiers. In addition to the enlisted Future Soldier role, FSTS now has a role for the medical specialty Future Soldiers and the potential to include even more in the future.

When Army Medical Department (AMEDD) Future Soldiers sign into the FSTS, they see a different home screen than enlisted Future Soldiers, tailored to their medical career path, according to Ken Kispert, G-3 Plans and Programs Division. But they will still have access to the same basic task list training modules, including military rank structure, time, customs and courtesies, phonetic alphabet, Army Values and history, and drill and ceremonies.

"The FSTS will help our Future Soldiers understand right from the start they are a member of The Army Profession," said Col. Karrie Fristoe, Medical Recruiting Brigade commander. "There are more requirements than just being a good doctor or a good nurse; they need to be good officers and leaders. Soldiers expect officers to know the basics."

The online format makes it easier for AMEDD Future Soldiers to complete their required training.

"The majority of our Future Soldiers are full-time students in our health professions scholarship program, with their main focus learning to become doctors, dentists, etc.," said Fristoe. "Their time is very limited so these [FSTS courses] are beneficial, since they can work at their

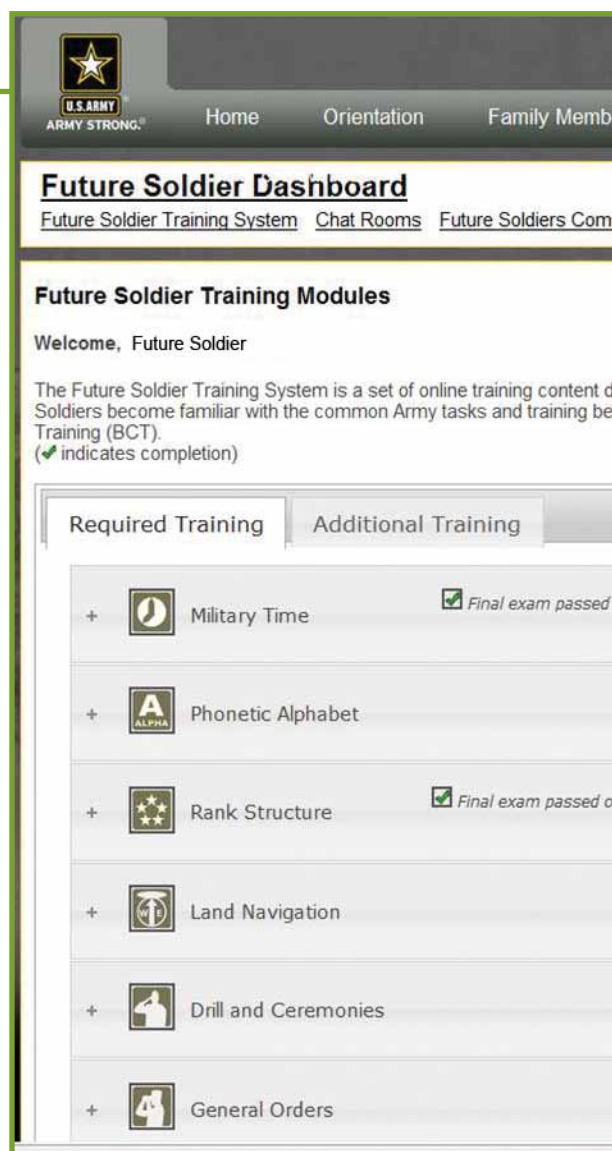
own pace and when they have time."

That being said, Fristoe added that it's important for AMEDD Future Soldiers to make the time to complete the training, so they arrive at the Basic Officer Leaders Course (BOLC) with a basic foundation of Army knowledge. Within the first week of the AMEDD FSTS launch, Kispert said several AMEDD Future Soldiers logged in and began taking classes without anyone telling them about it, demonstrating the need and desire for the courses.

"Our officers enter the service ranging from second lieutenant to lieutenant colonel, and most of our Future Soldiers have little to no military background," Fristoe said. "The FSTS is a tool to give them a foundation before they attend the Basic Officer Leaders Course; however, it does not eliminate the need for recruiters to go out and visit. Our students can be Future Soldiers for four years and it will always require recruiters or Future Soldier managers to visit and keep them engaged."

Through the FSTS, the Army will also have the ability to offer AMEDD Future Soldiers additional classes different and separate from the enlisted side, Kispert said. Exactly what those courses should be is still being identified and developed in coordination with the AMEDD Center and School at Fort Sam Houston, Texas.

"We are working with the AMEDD Center and School to put some metrics in place to determine if the training makes a difference, as well as look to see if we need other courses," Fristoe said.



Additional potential Future Soldier populations, like warrant officers and chaplain candidates, could also be added to the FSTS, Kispert said, as well as more MOS-specific training for both enlisted and officers.

Future Soldier Dashboard

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Ships on or after today

Last Name:

Beginning Ship Date:

PRID:

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















































































































































































































































































































RSID: 5a

Battalion

Current Future
Soldiers Only: ☒

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362 records returned (Select a row to view details)

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Allen, Michael	5A3A	2013-05-28	                               	10/10	0/0	2013-03-18
Arken, Samuel	5A7D	2013-07-09	                               	0/10	0/0	2013-03-14
Barnes, Margie	5A8D	2013-06-18	                               	0/10	0/0	2013-01-24
Baxter, Kevin	5A8J	2013-04-30	                               	10/10	0/0	2013-04-09
Blackwell, Susan	5A6V	2013-07-23	                               	0/10	0/0	2013-01-06
Brown, Terrence	5A3B	2013-04-16	                               	5/10	0/0	2013-04-09
Burns, Edward	5A7C	2013-06-10	                               	4/10	0/0	2012-10-30
Clay, Josh	5A6P	2013-06-04	                               	8/10	0/0	2013-03-08
Curry, Tim	5A6V	2013-07-16	                               	0/10	0/0	2013-02-26

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Leader Dashboard Enhances Future Soldier Management

By Julia Bobick
Editor

The FSTS is a terrific tool for both enlisted and AMEDD Future Soldier management, helping recruiters keep Future Soldiers engaged in the program. Off of the IKROME homepage, all recruiters — regardless of their role in a center — can access the Future Soldier Leader dashboard, giving them a snapshot of the Future Soldiers assigned to their recruiting center. The dashboard provides a visual snapshot of information on Future Soldiers' training, to include when they last logged in, what courses they've completed and the status of unfinished courses. There are various ways recruiters can use this information to engage their Future Soldiers, according to Ken Kispert, G-3 Plans and Programs Division.

"It's a really good management tool, if used that way," Kispert said. "As a recruiter, if I know I have a pool of 10 Future Soldiers, I should see 10 future Soldiers' accounts in the dashboard when I log in to my RSID. If I only see eight, then I know I have two Future Soldiers to contact."

In addition, Kispert said recruiters can use the tool as a reason to call and/or begin a dialogue with Future Soldiers. If they haven't logged in to the FSTS, they can touch base with them to remind them about it. If they've started or completed only a few tasks, it's reason to ask how they are doing or if they have any questions about the system.

"I can monitor all their progress in training," he said.

Recruiters may also be able to identify the best days and time to contact their Future Soldiers, based on the days and times of training completion captured in FSTS.

"If I log in to view a Future Soldier's training information and see that he's completed all his training on Monday evenings, it's reasonable that might be a good time to reach him at home," Kispert said.

The FSTS is just one of the many tools available to help with Future Soldier program management.

"Our goal is to facilitate communication between the Future Soldier leader and his or her Future Soldiers, as well as prepare them for initial training," Kispert said.

In addition, extending the FSTS to the AMEDD helps keep 79Rs in the Medical Recruiting Brigade on the same skill level as the 79Rs assigned to the non-prior service recruiting centers and reduce the learning curve when reassigned, according to Sgt. 1st Class Christopher C. Fletcher, MRB master trainer.

TRADOC CG Visits Nashville Bn Recruiters

Story and photo by Lee Elder
Nashville Battalion

One of the Army's top leaders told Tennessee recruiters their mission remains relevant and vital even in times when the Army is undergoing a major transition.

General Robert W. Cone, who commands the U.S. Army's Training and Doctrine Command (TRADOC), visited the Clarksville Recruiting Center in March. He spoke with recruiters and received a briefing from center leaders.

"We are only as good as the quality of people you sign up here," Cone said. "I applaud what you do every day."

One of those successful Soldiers was 2nd Lt. Staci Lynch. The Clarksville native, a former golfer for both Rossvie High School and Austin Peay State University, completed OCS and received her commission as an Air Defense Artillery officer Feb. 21.

Lynch is back at the center assisting recruiters as part of the Hometown Recruiter Assistance Program helping identify prospects for enlistment.

"It was surreal," Lynch said after meeting with one of the Army's senior leaders. "It was pretty awesome at the same time."

Lynch said she appreciated Cone taking time out to talk to each Soldier in the center and candidly answer their questions.

"That was pretty cool," she said. "I was able to really learn something today."

The final leg of Cone's tour came when he visited the center's Future Soldier leader, Staff Sgt. Jonathon Poss. He was even able to greet one of the center's Future Soldiers who stopped by the center.

Sharpe also gave Cone a briefing on the center's Red, White and Blue to ACU Future Soldier program. A battalion initiative, the program is a color-coded indicator of the progress Future Soldiers are making in their training as they get closer to the time they will leave for basic combat training. Cone finished his time with a roundtable discussion. He gave each Soldier a candid answer to his or her question.

Sequestration and budget concerns dominated the discussion. Cone assured Soldiers their work would not be interrupted by the government's fiscal woes.

"Your mission is going to have to happen," Cone said. "I don't think you guys are going to be hit that bad."

The Army will continue to be in the training business, he said. With the prospect of a smaller force in the future, it is important each leader be prepared.

"We have to get back to leader development," Cone said, commenting on the Army's long-standing deployments in support of overseas conflicts. "We've been too busy to focus on the development of Soldiers."

One of his command's greatest challenges in the coming years will be to integrate women into the combat arms branches. He cited the contributions female Soldiers had made in Afghanistan as proof they can excel in the traditionally all-male environment.

"Women have earned their place at the table," Cone said. "Women can hang [with their male counterparts]."

Carlson said he enjoyed hosting one of the Army's senior leaders. He took the lead on the visit because his center commander was attending a leadership course.

"It was an honor," Carlson said. "We don't get to deal with people of that rank that often."

"He came down and really discussed issues with the Soldiers and took time to hear them. It shows he really cares."



Captain William Sharpe discusses Nashville Battalion's Red, White and Blue to ACU program for training and retaining Future Soldiers with Gen. Robert W. Cone. Also shown is Sgt. 1st Class Robby Carlson, Clarksville Center's assistant commander.

Based at Fort Eustis, Va., TRADOC oversees all Army training and recruitment. Cone was greeted by the center's assistant commander, Sgt. 1st Class Robby Carlson, and Clarksville Company Commander Capt. William Sharpe. After a brief welcome, the pair introduced Cone to the center's recruiters and walked him through the enlistment process at the center.

In addition to providing regular Army and Army Reserve recruiting services to the rapidly growing Clarksville area and several other middle Tennessee counties, the center is also one of two recruiting centers just outside the gates of bustling Fort Campbell, Ky. The center's impressive collection of awards for recruiting excellence are noticeable after a brief look inside.

"This center is very busy," Carlson said.

Veteran recruiter Staff Sgt. Gordon Ogden, a member of the center's recruiter support team, was cited by Sharpe for having helped five Officer Candidate School applicants join the Army this fiscal year.



Captain April Habib, operations officer for the Louisville, Ky., Military Entrance Processing Station, swears in applicants in March.

New Recruiter Orientation

Helps Recruiters Prepare Applicants for
Smooth, Quick Processing Through

MEPS

*Story and photo by Fonda Bock
Associate Editor*

Future Soldiers expect Basic Combat Training to be tough, but not the road to get there. So the day when applicants show up at the Military Entrance Processing Station (MEPS) to enlist, the whole process should run smoothly from the first examination of the morning to the end of the day when they swear in — it should be a pleasant one-stop-shop experience, according to Capt. April Habib, operations officer for the Louisville, Ky., MEPS.

Unfortunately, it doesn't always happen that way. Approximately 11 percent of Army applicants don't qualify on the first trip to the MEPS, delaying their entry into the Army by days, weeks or sometimes months.

Most times, the delay is due to the applicant not having proper documentation of their medical histories, or running into a medical issue during the processing that needs further evaluation. There have been a number of cases where applicants had excessive earwax or problems with eye refraction, according to Trish Crowe, chief of USAREC's Enlistment Eligibility Processing Division.

There have also been issues with applicants being sent home because they weren't properly dressed.

On average, it costs \$1,372 dollars to send an applicant to MEPS and roughly the same amount for every return trip, according to Crowe. Not only do return trips to the MEPS waste time and money, they inconvenience applicants and leave recruiters wondering why their applicants didn't make it through, said USAREC headquarters Inspector General Sgt. Maj. Jeffery Telepak.

Ensuring applicants are properly prepared and make it through the MEPS process on the first try is exactly why Telepak encourages every recruiter to attend new recruiter orientation at their respective MEPS as soon as possible after PCSing. Recruiters are required to attend the orientation within the first three months upon arriving at their new center, but according to Telepak, there are some recruiters who either delay going to the orientation for up to year or don't go at all.

"After recruiters have been out there a few months they think they don't need to go, that the orientation is not going to benefit them — and that's not true," said Telepak. "This is a recruiter's one chance to go back into the area where all the written and physical testings are conducted — which is normally off limits to recruiters. This experience will provide them with the knowledge of how MEPS operates and how to thoroughly prepare their applicants for the process.

"For instance, if an applicant shows up in flip flops, they will be sent home. The residual effect is, now you have a dissatisfied applicant and wasted a lot of time and money getting the applicant there. Or the physical may be the first time an applicant has stood in a room with a

bunch of other people in their underwear, and was completely unprepared for that to happen, but if you explain the process, then he/she knows what to expect.

"When an applicant doesn't know what to expect, it's an uncomfortable experience and the recruiter loses credibility. When you properly prepare an applicant, chances are that he or she will be fine."

Another problem that arises from not properly preparing Future Soldiers according to Habib, is it interrupts the red carpet treatment MEPS is trying to present applicants.

"Picture yourself having to come to the MEPS several times or having to sit there all day because you didn't discuss all potential issues beforehand or didn't have the right paperwork. Yes, as an applicant, I might be anxious to join, but I'd rather go one time and get it done," she said. "If you go into the service with a bad taste in your mouth because inprocessing was a bad experience, that actually sets up the tone for what you think your career is going to be like."

"All aspects of the MEPS experience should be transparent for the applicants and the recruiters — no surprises," added Louisville MEPS commander, Marine Maj. Cherish Joostberns. "Part of the responsibility of the MEPS is to educate and build relationships with the services to make the process as smooth and professional as possible."

Newly assigned to the Culver City, Calif., Center, Sgt. William Diaz attended the January orientation at the Los Angeles MEPS. He found it very helpful learning how to properly fill out forms and better relate to prospects.

"I strengthened my Army interviewing and prospecting skills. Now I have no problem approaching civilians and breaking the ice to make a good first

impression. Attending the orientation also helped me build better rapport and establish trust with my applicants because the more knowledge I give an applicant about what he/she is getting himself/herself into, the better prepared they are for the MEPS experience."

Even though the processing of applicants is standard, MEPS standard operating procedures vary from location to location. For this reason, Telepak emphasizes, no matter how long recruiters have been in the command, it's important for them to become familiar with their local MEPS as soon as they PCS by attending the orientations — which are generally held monthly or bimonthly. Check with the local MEPS for the schedule.

"I strengthened my Army interviewing and prospecting skills. Now I have no problem approaching civilians and breaking the ice to make a good first impression. Attending the orientation also helped me build better rapport and establish trust with my applicants."

— Sgt. William Diaz, Culver City, Calif.

Processing applicants to serve is a team effort, emphasized Joostberns.

"We want these applicants to join the military and serve, but we need to make sure they're medically, morally and physically fit. If applicants are thoroughly prescreened there's less chance of disqualification," Joostberns said.

"Before they come to MEPS we need to ensure that we've really reviewed and talked to these kids. We should have a full and clear understanding of what their medical and legal histories are and have all the documentation. We want to ensure they are fully qualified and we don't disappoint anybody by giving them a false expectation. So that when the parents show up to watch their child swear in, we're prepared to say, 'Thanks for coming.'"

Preparing Applicants for MEPS

When it comes to paperwork

- Underage applicants must have a signed parental consent, page 5 of DD Form 1966
- Ensure applicants' paperwork is accurate and honest, that they obtain all necessary educational, legal and medical documents for processing. (go over prescreen with them)
- MEPS needs to know about any quick weight loss/gain regimens in which applicants have participated

How to prescreen

- Use pages 1-3 of DD Form 2807-2 to prescreen every time
- Have the applicant read the warning statement
- Seek parent/guardian involvement when possible
- Ask/answer each question separately
- Encourage honest answers and complete disclosure of known medical conditions
- Request additional medical documents
- Papers disqualification: bring in to process for waiver or request for Service Waiver Authority (SWA) courtesy review to authorize MEPS exam
- Prior service applicants must have DD Form 214, Member Copy 4, or service equivalent (best to submit during prescreen if other than RE-1)

Advise on proper dress attire

- Women must wear regular bras and underwear, no sports bras, thongs, g-strings and no basketball shorts as briefs for men
- No high heels, flip flops, short shorts, sleeveless shirts; women should be discouraged from wearing skirts
- It's a good idea to have extra T-shirts and sweatpants on hand
- No jewelry, piercings must be removed, no smoking or use of tobacco products.

Other important information

- Pre-brief your applicant on what to expect at the MEPS; it is a daylong process
- Wear your uniform at all times while conducting business at the MEPS/contract hotel
- Turn off cell phones prior to entering the MEPS
- Conduct recruiter business with your applicant in your service liaison's office
- Completed USMEPCOM Form 680-3A-E is required for all applicants, as well as photo identification and SSN document

ASVAB

- Recruiters are not allowed in the testing room
- Confirmation testing is not allowed at MET sites
- Ensure previous test version is correct
- Applicants must be age 17 or older on the day of the test

Recruiter responsibilities

- Explain the medical prescreen of medical history Form DD 2807-2
- Advise about the Privacy Act of 1974
- Advise about the drug and alcohol test
- Advise female applicants about modified pelvic exam
- Advise about civilian medical records (if applicable)
- Advise about bringing glasses/contact lens items (if applicable)
- Advise about dental devices requirements

Hearing test

- Advise applicants to avoid excessive exposure to loud noises for at least 48 hours prior to MEPS examination — noises such as:
 - Farm machinery
 - Weapons firing
 - Stereo headphones/other loud music

RSD

Enforcing the Standard

Story and photo by Julia Bobick
Editor

“One team, one fight” is the sound bite the new Recruiting Standards Directorate chief uses to sum up his organization’s role within the command.

“We are all on the same team, and we are all trying to the best of our abilities — I hope — to put the right people into the right jobs — the right way — to meet the Army’s needs now and in the future,” said William E. Spadie, a retired colonel who has extensive experience in USAREC units.

“Watchdog is the word that comes to mind to describe our organization, but I don’t want that to have a negative connotation that we are out looking for people doing the wrong things,” said Spadie.

During his 28-year career in uniform that culminated with his assignment as the USAREC Inspector General, Spadie has served as the Seattle Battalion S-3, Great Lakes Battalion commander, and 3rd Brigade deputy commander, as well as the USAREC deputy chief of staff and assistant chief of staff, G-3 at the headquarters. He said all his recruiting experience helps him put things into perspective and make better decisions for the command.

“We are really trying to take more of a holistic approach to ensure our systems and our regulations support the enlistment of fully qualified Soldiers into the Army.”

The Recruiting Standards Directorate (RSD) is the organization within USAREC charged with oversight of the enlistment process to ensure all Army applicants meet the basic qualifications to be a Soldier, as well as those requirements of their selected military occupational specialty.

“We must continually take a hard look at ourselves — as individuals and as a team — to make sure we are doing the right things,” said USAREC Deputy Commanding General Brig. Gen. Henry L. Huntley, who oversees the directorate.

“The RSD helps our organization maintain the highest standards. It is no doubt a very challenging and difficult task to look across such a large and dispersed organization — with

more than 8,000 recruiters on duty across the nation. But it is so important to the health of not only our command, but the entire Army, that we ensure we are doing our jobs in a professional manner, and that we are not cutting corners or taking shortcuts, while always being responsible stewards of our profession.”

There are three distinct branches of the RSD: analysis, inspections and investigations.

The investigations team looks at the processing of an applicant where there are irregularities to determine the cause, such as human error, poor systems or malicious intent, then make the appropriate recommendation to USAREC leaders.

The inspection team has the teach-coach-mentor role of the organization, conducting thorough inspections of battalions — about once every 36 months — to help improve processes and make teams from the battalion staff down to recruiting center more efficient.

The third branch analyzes data in the Recruiting Management Reporting System, called the Volume II report, to identify irregularities or negative/emerging trends that might indicate recruiting center issues or potential improprieties and require a closer look by either the inspection or investigation team.

“Oftentimes during the process we see places where errors are made,” Spadie said. “We analyze all the information to determine if those errors are trend based, which might mean one of our systems needs to be revised, or perhaps there is some confusion about a regulation, or if it appears to be a person or persons trying to deliberately cheat or skirt the system.”

All of the noncommissioned officers on the 26-person RSD staff are MOS 79R recruiters and the majority of the civilian staff have previous recruiting experience in uniform.

“We’ve been there; we know the job and we know the pressures,” said Sgt. 1st Class Keith Tunstall, who has been in





Sergeants 1st Class Keith Tunstall and Latonua Hawkins, members of the USAREC Recruiting Standards Directorate's inspection team, review upcoming changes to Army Regulation 601-210, Active and Reserve Components Enlistment Program. The directorate's 26 Soldier and Civilian staff members are considered subject matter experts in recruiting regulations and enlistment procedures.

USAREC since 2001. He was part of the RSD inspection team for three years before being assigned to the Anchorage, Alaska, MEPS in April. With five years as a center commander, Tunstall said the inspection team operates in a mentoring and training mode when they inspect centers. They look through enlistment files, desks and common areas to determine if processing is being done in accordance with regulations and USAREC messages.

"This isn't USAREC against you, this is a team effort. We are here to assist recruiters in doing the right thing and maintaining the standards, not poke them in the eyes," he said.

Before even heading out to the center, the team has already done a great deal of research, reviewing enlistment data so they have an idea of specific training topics to cover during the visit, according to Sgt. 1st Class Latonua Hawkins, who came to USAREC in 2004.

Hawkins likes to impress upon recruiters that just because they come to USAREC doesn't mean they stop being noncommissioned officers and leaders. "If you see something wrong and you know it's wrong, do the right thing and say something," she said.

Tunstall said he takes a lot of pride in what his team does — enforcing the standards and ensuring USAREC brings in quality Soldiers the right way.

For Hawkins, her current role in RSD "completes the circle." With each new role she's had in USAREC — recruiter, center commander, guidance counselor and inspector — she said she

"... there's no reason for you to not know something — the answer is there. Pick up the regulations and find the information you need, as opposed to just asking or relying on a buddy. It will really help in the long run."

— Sgt. 1st Class Latonua Hawkins
RSD Inspection Branch

has understood each role better. "I now understand so much more how important our mission is and how critical it is to read, understand and follow the regulations."

Her no-nonsense advice to recruiters: Get to know the regulations — well. "In the business we are in, there's no reason for you to not know something — the answer is there. Pick up the regulations and find the information you need, as opposed to just asking or relying on a buddy. It will really help [recruiters] in the long run."

On average, the inspection team gets around to each battalion once every three years, which is why the directorate has a renewed focus on information sharing. One of the primary goals of the RSD is to get out in front of recruiting irregularities as opposed to chasing them after the fact, according to Spadie. By more widely sharing routine inspection results and Volume II report analysis, Spadie wants to help all leaders better know how to identify potential issues in their own units and take the appropriate action. To assist in that effort, the directorate launched its first newsletter to the field in April.

Hawkins said the key thing she would share from her first year in RSD is for recruiters to "just slow down, take your time, proofread your work and have your buddy review it." So much of what she sees are small errors that could have been prevented if recruiters took the time to review and verify what they put into the system.

"Almost everything we identify to take a closer look at has to do with managing time, paying attention to details and stopping to take a breath," added Tunstall. "Whether you are a recruiter or the center commander, ensure everything that comes out of your center is the best possible product, with all the i's dotted and t's crossed."

Effectively Leading America's



By Allison Anderson
Denver Battalion

Future Soldier leadership is not just a position you fill, said Sgt. 1st Class Michael Demott, Denver Battalion's Citadel Career Center Future Soldier leader.

"You can't walk into the position and sit there. You have to make it your own, and get creative with it," Demott said.

Demott has one of the highest Future Soldier retention rates within the Denver Battalion, and loves to talk about his Future Soldier Training Program.

"Overall, I give my Future Soldiers purpose, direction and motivation," said Demott. "Future Soldier leaders are extremely busy. We have to do all of our admin requirements on each Future Soldier, make sure they show up for training, along with all the other functions required of the position. So I'm busy."

How does Demott do it? He keeps his Future Soldiers fit and engaged by using three key principles.

1. Turn your Future Soldier pool into a platoon.

"I set up my 45 or so Future Soldiers like a real platoon. I have a platoon leader, four squad leaders, and four team leaders," said Demott. "But why I do it is to empower them. I want them to make this program their own."

Demott said one of his big responsibilities is getting Future Soldiers to his training events, and not losing one of them. These kids don't even know that they live close to each other. In a platoon, they are forced to problem-solve for themselves, and each of these Future Soldiers is responsible for the other. They check in with one another, and if you just have them lumped in a group, they are disenfranchised and don't talk to each other.

"When you make them accountable for each other, you find that they live close, they don't flake out, and they create a bond," said Demott. "I put the onus on the squad leader for them to communicate with other Future Soldiers. Some of the Future Soldiers don't have a lot of friends. For the ones that do have friends, it keeps them hanging out with someone on their same path, and out of trouble with old friends."

Assign Future Soldiers Positions

Future Soldiers can be in the program anywhere from four to six months. Knowing who is who is beneficial to assigning them positions.

"My platoon leader is the one with the most longevity in the program," said Demott. "He or she shows up the most, has to have pretty good PT scores, and has to show that they care."

Demott said that they become platoon leaders if they never have an excuse for not showing up. They don't give excuses like they woke up late or forgot. Demott rotates them out according to their ship date, and will soon incorporate a change of responsibility ceremony.

"I want them to know that this is how the Army works. When leaders leave, there is a change of command or change of responsibility. And when my Future Soldier platoon leader leaves, we'll select the best replacement," said Demott. "The Army promotes the best Soldiers among their peers. These Future Soldiers are learning this."

2. Structure physical training with variety and expand creative common core classes.

Demott conducts physical training (PT) with his Future Soldiers every day, and teaches them in-depth basic soldiering skills.

"Not everyone can show up to PT, but ensure at least 10 percent of your Future Soldier pool makes it," said Demott. "Ten percent is not a big percentage, but it makes a difference. It helps them get physically fit to go to boot camp where they will be doing PT six days a week."

Demott suggests switching up PT routines to add variety so Future Soldiers stay engaged.

"Pushups and situps get old and we never tell them to just go run," said Demott.

Demott said he uses group exercises that teach them "communication skills, teamwork and how to talk to each other."



“ I could have a future Sergeant Major of the Army in my Future Soldier pool. ”

— Sgt. 1st Class Michael Demott
Citadel Center Future Soldier leader

Demott said a lot of the younger generation has lost the ability to communicate with one another unless it's through a computer screen. He said they will do push-up competitions “without saying a word or asking for help, but we make them dig in, communicate, and help their buddy.”

Note: Recruiters are reminded that Future Soldier physical training programs will adhere to the guidance in FM 7-22 and RPI 237, the Army Pocket Physical Training Guide.

Expand Common Core Classes

Demott expands land navigation to learn about the 10-digit grid coordinate system. The team that makes it back last does pushups.

He also created a cheat sheet for the basic training task list. “These Future Soldiers will brain-dump the knowledge from the tests they have to take on the computer,” said Demott. “At any given time, they need to regurgitate any question I ask them. Anything on that sheet should be firsthand knowledge.”

Put Yourself Out There in Training to Get Referrals

Demott said that recruiters merely asking for referrals won't get them any.

“I do a physical fitness challenge,” said Demott. “They'll open up their cell phones and dump out contacts if you challenge them to challenge you. They want to see you do 50 pushups for referrals.”

3. Make them feel like the Soldier they will become.

“I could have a future Sergeant Major of the Army in my Future Soldier pool. I start teaching them that they're in the Army now,” said Demott.

Demott requires them to stand at parade rest when addressing him or any other noncommissioned officer and at attention for officers. He said he has to come to work in a certain uniform, and Future Soldiers need to come in their uniform: their Future Soldier T-shirt.

“Some of them think they're at a job interview at McDonald's,” said Demott. “Start teaching them standards and discipline before they go to boot camp so they won't be in such shock and awe.”

Don't Just Check the Blocks

Demott said the Future Soldier Training Program is not just a check-the-block program. Never do the same thing the Future Soldier leader did before you, he said; Put your own spin on it.

Future Soldier leaders can get stuck in legacy mode. Demott warns other Future Soldier leaders to avoid that. Once teams truly operate in the small unit recruiting model, Future Soldier programs can get the full attention of the Future Soldier leader, he said.

Baton Rouge Setting the for Future



Staff Sgts. David Thornhill and Brian Meserve teach land navigation skills during a mega Future Soldier event March 9 in Baton Rouge.

Bar

Soldier Retention

By Jennifer Villaume
Baton Rouge Battalion

Staff Sgt. Steven Tuttle has implemented a rewarding and innovative program to keep his Future Soldiers motivated and challenged.

"We motivate our Future Soldiers mostly by treating them as actual Soldiers and holding them accountable for the mistakes they make, as well as rewarding them for outstanding performance," said Tuttle, the Baton Rouge Company Future Soldier program manager. Staff Sgt. Augustine Stevens accompanies Tuttle in Future Soldier leadership out of Cortana Center.

"We go the extra mile to make training as fun and informative as possible while maintaining the integrity of the Future Soldier Training Program."

Developed through trial and error, using the regulation and researching of other unit's TTPs, the program is running smoothly.

Tuttle leads the Soldiers in physical readiness training weekly and has developed a physical training program that is fun, competitive and effective. He did this through resourcing free workout equipment, making each training session a competitive workout session, and by physically leading them in all the training that inspires the Future Soldiers.

"His program has generated several referrals by ensuring the Future Soldiers are treated professionally, giving the program a great reputation among the Future Soldiers and their families," said Capt. Steve Milauskas, Baton Rouge Company commander.

"Tuttle tracks and maintains his Future Soldiers in a way that has proven extremely successful. For those Future Soldiers who did not attend training or [he is] unable to reach, he gives the names to the center commander prior to the weekly production meeting," said Milauskas.

"He can task recruiters already going to those schools or work places to physically contact the Future Soldiers.

"This is one benefit of small unit recruiting that was missing from legacy. This really helps the centers operate more efficiently by working together."

The training program covers the mandatory classes and the Future Soldier dashboard modules. This teaches the Future Soldiers the tasks of the modules prior to them having to execute.

"This has led to more than 90 percent of his shipped Future Soldiers having completed all 10 Future Soldier dashboard modules," said Milauskas.

"I believe that we have the best Future Soldiers in USAREC. I ensure that our Future Soldiers know that. I can say with full confidence that every single person we ship out is motivated and ready in every way possible to not only successfully make it through basic training but to be the honor graduates of the basic training classes," said Tuttle. "In my opinion Future Soldier losses are not completely preventable; however, I believe through our program we have been able to minimize them substantially."

Another program the company uses is Our Community Salutes, a community outreach program honoring graduating high school seniors who have chosen military service.

"This is the third year of the [Baton Rouge] community program, and there was a 100 percent Future Soldier ship rate of those senior Future Soldiers who attended in the past two years," said Milauskas.

"My goal is to get them to motivate each other and pick each other up when they are down or have doubts about joining the Army," said Tuttle. "I want to set them up for future success in the Army."

"My favorite part of the Future Soldier Training Program is getting to watch everyone develop into a motivated and trained Future Soldier ready to take on the most challenging conquest they have faced up until that particular point in their lives. — [Basic Combat Training]. It is really exciting for me to see them change week by week," said Tuttle.



U.S. ARMY

ARMY STRONG:

SGT

STAR Goes Mobile

Prospects Get Answers to Questions Anywhere, Any Time

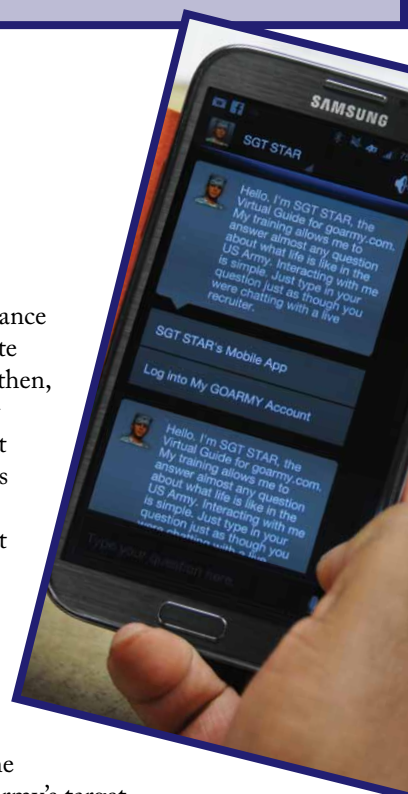
By Fonda Bock
Associate Editor

He made his first appearance on the GoArmy website seven years ago. Since then, the Army's smooth talking, easy going intelligent virtual assistant (IVA) known as SGT STAR has answered more than 12 million questions from people who want to know more about the Army.

Now SGT STAR, which stands for 'Strong Trained And Ready,' is in Android app form on mobile devices, making him even easier to talk to and more accessible to the Millennial Generation — the Army's target market. Soon he will also be on Apple devices.

Using their mobile devices, prospects can download the free app. Besides the traditional typing of questions, users can choose to use the new speech option and literally talk with SGT STAR.

This is very innovative, said Cleat Grumbly, with NEXT IT, the software company that built SGT STAR.



He said the Army avatar is the first IVA/app to be able to have an actual conversation and not just respond to a command.

“This has never really been done before. SGT STAR understands the question and then does a search for information. He fully understands the user’s intent and can turn his response into a meaningful answer. So now users can get answers to their questions via their phone any time, anywhere.”

In today’s society where young consumers want what they want as soon as possible, and don’t want to wait around for a computer to boot so they can access stored documents, mobile is the way ahead for recruiting, said Nick Harrison, G-3 division chief of recruiting automation support.

“This is generational, it’s where our market is. They’re into their mobile devices and being able to communicate without actually having to talk to anybody. Apps fit into the Millennials’ lifestyle because they’re not intimidated by avatars and technology and don’t want to have to wait for a response,” said Harrison.

Once an app has been downloaded and installed, consumers can use it any time, since apps do not require an internet connection — thus enhancing the user’s experience.

People are excited about this, said Grumbly. Within the first week of the Android release, more than 1,000 users downloaded the app with minimal promotion from the Army.

“Young consumers’ expectations are very, very high; they expect a lot out of technology. If they don’t get it, they’re disappointed. They like being plugged into information 24/7, any time anywhere. If you make them wait to go get information they may not make the effort to get it, which is bad news in the world of recruiting. If we can answer their questions anytime they want, on their time, in their way, then they’re going to build a trusted relationship with you, which is very important in recruiting,” said Grumbly.

SGT STAR talks to about 35,000 users a month through all channels — Web, Facebook and mobile. Harrison said last year more than 12 percent of the users communicated through mobile devices.

“I expect that number to double or triple in 2013. We’ve already seen a pretty big jump in the traffic on mobile,” said Harrison, adding that he expects an additional increase in traffic when the iPhone app is

available. “There are probably some people who, if they couldn’t access SGT STAR on their mobile device, wouldn’t bother to go home and look it up on a laptop. That generation that relies on a laptop is growing older and out of our target age group,” said Harrison.

Just like when accessed via a laptop, the app provides links to other resources for additional information. If SGT STAR’s answers don’t completely inform and satisfy the user, he or she has the option to learn more at goarmy.com with specific links to information based on their question. The goal of the apps is to drive traffic to the site and ultimately to a recruiter.

About 10 percent of the questions have nothing to do with enlisting, but concern SGT STAR himself, such as is he married and does he have a dog. Grumbly said because SGT STAR answers all questions, this builds trust between him and the users.

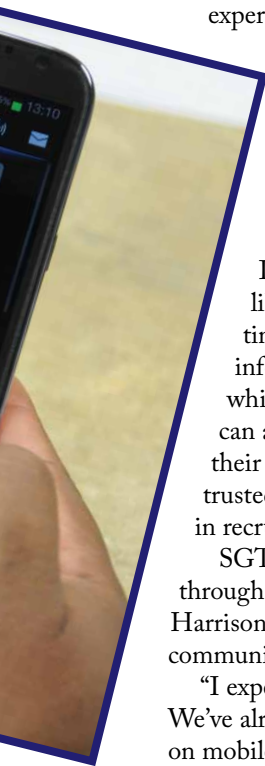
SGT STAR’s personality was originally built to attract the 18- to 20-year-old age bracket. Because of that design, “Potential recruits are comfortable engaging with SGT STAR because they can ask him anything without the concern of being barked at or counseled,” said Harrison.

SGT STAR will never take the place of recruiters, said Grumbly, as “Recruiters are more gifted at being able to sell the Army and give insights that an app can’t, but SGT STAR can answer all the basic questions, allowing recruiters to focus on the hard questions.”

The app is continually being upgraded and refined to reflect changes in Army policy and regulations, said Grumbly. For example, prior to the repeal of Don’t Ask Don’t Tell, SGT STAR would not comment on allowing gays and lesbians to openly serve, but now answers, “If otherwise qualified, individuals may join and serve in the Army without regard to sexual orientation.”

Where to Find SGT STAR

1. Goarmy.com — upper right-hand corner of all pages
2. Goarmy Facebook — on the “Talk With Us” tab
3. Google Play store for Android — search SGT STAR
4. Coming soon to the Apple store — search SGT STAR



By Fonda Bock
Associate Editor



Forging America's Strength Banner

In-House Marketi

On a mission to gather stock photos and video to be used in future public relations and marketing ventures for Recruiting Command, USAREC's marketing chief Steve Lambert spent three days in mid April selectively snapping photos of members of an Army Reserve Combat Support Hospital (CSH) training at the Mayo Clinic in Rochester, Minn.

He'd spent the week before shooting video and still footage in Puerto Rico interviewing members of an Army Reserve engineering company and filming footage of their participation in multiple community building projects.

The stock photos Lambert gathered at the Mayo Clinic will be used to produce print ads in support of the Medical Recruiting Brigade (MRB) recruiting effort. Photos will also be used on websites and in advertorials, brochures, fact sheets and flyers.

The footage shot in Puerto Rico will be used to produce a public service announcement showing how Army Reserve members give back to the Puerto Rican communities in which they live. The goal is to educate Puerto Ricans about the Army Reserve and help establish brand identity in Puerto Rico. Designed to reach the masses, the public service announcement will be run in movie theaters throughout summer.

These marketing products are important, said Ward Wood, USAREC's director of Marketing, Education and Outreach, because the command is projected to miss this year's Reserve mission and have continued challenges in the coming years.

"Since this is a priority mission for the command, we're trying to do all we can to boost up our Reserve marketing material so we can farm it out to all the units or digitize it so it can be dispersed electronically," said Wood.

MRB commander Col. Karrie Fristoe and Martin Stubeda, USAREC's director of health services, worked with the commanders of Army Reserve Medical Readiness and Training Command and the CHS to coordinate the photo shoot.

"I always look for opportunities to highlight good news stories and gather stock photos to be used in future MRB marketing ventures," said Stubeda.

The Puerto Rico PSA will be designed to help establish brand identity of the Army Reserve, said Lambert.

"A brand equity analysis found people on the island don't see the distinction between the Army Reserve, active duty and the National Guard," said Lambert. "They think anyone who joins the Army goes straight to Iraq, and they also don't realize that in Puerto Rico, most of the time it's the Reserve that helps communities deal with disasters, not the National Guard."

These are just two of a number of in-house marketing products USAREC has produced during the past nine months. With the draw down on the Global War on Terrorism (GWOT) and the



Sgt. Corrin Campbell is the singer for the Army Recruiting Entertainment Team. This photo is a screen shot from the 'Remember Me' video created in-house. Watch the video at youtube.com/usarmyrecruiting.



An unused warehouse at Fort Knox, Ky., was converted to a movie set to film the 'Forging America's Strength' video.

ing Production

stand down of Accessions Command (AAC) a year ago, Lambert expects his workload to continue to grow.

"During the GWOT days and when AAC was around there was a bigger pool of resources, both in terms of a large amount of money to push to the agencies to produce products and in AAC's manpower to manage projects. But since AAC has inactivated and GWOT money dried up, dollars are much tougher to come by. However, the workload is still the same, so we have to make those dollars stretch and the command has elected to do that through internal production."

In-house marketing products produced over the past nine months include the following:

- An Army adventure video and another called STEM Challenges. Both were produced by recutting existing footage from MOS videos. STEM Challenges will be used on the STEM van and at open robotics competitions.

The adventure video, showing Soldiers engaged in adventurous exercises and missions, will be used by recruiters and shown on USAREC's YouTube channel — youtube.com/usarmyrecruiting.

"When I joined the Army back in the '70s the Army had this identity that we travel more than anyone and see exciting places," said Lambert. "We've kind of lost that brand identity. I wanted to show that the Army is highly challenging physically, mentally and emotionally. If you're a young kid, that's appealing to you."

- Forging America's Strength, a 90-second awareness video about the Army's role in the development of the country. Conceived, written, scripted, directed and created completely in house, it took about six weeks to produce. It's now on the USAREC YouTube channel and will be pushed out to recruiters to use as an opener at chamber of commerce meetings, high school visits, conventions, career fairs, leaders seminars, etc. The video recently won a 2nd place Keith L. Ware, an Army level journalism award.

- A music video about Army Recruiting Entertainment Team (ARET) singer Sgt. Corrin Campbell.

- Warrant officer fact sheets detailing the specifics of each of the 43 MOSs in the officer field to replace the one RPI about warrant officers, available at www.armyvr.com/rpi.

Even though the increased production means a lot more work for Lambert and his small staff of five, he said there are some pros to doing some projects in house.

"From a time management perspective generally we can produce certain products much quicker and for a tenth of the cost. And producing them in house gives us more control over the end result of the product."

Lambert emphasizes that USAREC and his marketing cell have no intention of replacing the Army's contracted advertising and public relations agencies — McCann Erickson Worldwide and Weber Shandwick — which typically produce between 150 and 200 marketing products a year for the command. Those products include everything from writing and public relations work to creating websites and producing commercials, print ads and taking photos.

"There's no way we can do that with our small staff, but the expertise on the agency side is really strategic. We have a local demand that requires the execution of products in a timely manner. Because we don't have to deal with the constraints of contracting, we can often meet deadlines quicker."

Upcoming projects for USAREC's marketing cell include:

- Producing a Special Operations Recruiting Battalion video for use in supporting the command's in-service recruiting mission.
- Building a display and banner-ups for chaplain recruiting.
- Producing desktop calendars listing Army careers and images for recruiters to deliver to high school guidance counselors.
- Producing the high school program guide, a booklet that describes all of the Army education programs for recruiters to deliver to high school guidance counselors.

Army Game Depicts Real Soldier Lifestyle

By Heather R. Smith

U.S. Army Aviation & Missile Research Development & Engineering Center

Deep in a maze of corridors at the Army Game Studio is where the worlds of graphic art, gaming and military collide. This is where artists, Soldiers and gaming experts collaborate to use games and comic books to communicate to the public the reality of being a Soldier.

Developed out of the Software Engineering Directorate of the Aviation and Missile Research Development and Engineering Center, the America's Army game, at www.americasarmy.com, is more than a decade old. Yet it stays new and relevant with frequent updates and new product lines.

In 2009, the Army released America's Army 3 — known by players as AA3 — and released also the first installment of the America's Army comic series. Last year saw the addition of the America's Army comic book app for iPad and Android tablets, for viewing interactive issues of the America's Army comics.

Marsha Berry, Army Game Studio public game director, said the purpose in everything they do — games, comics, apps, and future products already in the works — is to tell the public the true life of a Soldier by exploring Army values, careers and technology. Senior game designer John Fairchild added that the game has also always been outreach, “to kind of get across to the community that there is more to being a Soldier than just guns.”

To achieve that, designers like Fairchild build into the game challenges that encourage values like teamwork, honor, duty, loyalty, selflessness and respect.

“You don't get big points for killing. You don't get big points for shooting other players,” said Fairchild, who has been a part of the game's development team for five years. “We focus on rewarding the player for sticking together as a team, for being mission focused, and taking objectives. We try to structure the mechanics such that one guy can never be the best. You always have your battle buddy. You always have your team, your unit, and you're always going to stick together to achieve victory.”

In the 10 years since the game debuted, the Army has added to the game more military occupational specialties, more weapons and more maps.

In addition to featuring various military occupational specialties, the America's Army game and comic book highlight Army technology, both the tried-and-true and the latest and greatest. For example, when the Army first came out with the Improved Outer Tactical Vest, Berry said the vest was integrated into the game before it was even deployed to the field.

Fairchild said incorporating all of the cool Army technology is one of the things he likes best about the game and his job.

“There is just tons and tons of Army tech that what I would love for a user to be playing and say ‘Wow, that's cool’ and somebody say ‘Yeah, but that's real,’ he said. “You might think this is a cool game, but Soldiers are out on the battlefield utilizing this tech right now. Our Soldiers are the best equipped and the best trained.”

The America's Army comic book, added in 2009, was a natural direction, Berry said, both because of the popularity of comic books with young gamers and the Army's long history of using comic books for communication. Since 1951, the Army has published the preventative maintenance monthly comic “PS Magazine.”

“Comic books and the Army have been around for a long time,” Berry said.

Fairchild said he gets great job satisfaction out of producing such a fun product that serves such a great purpose.



Army Game Studio Concept Artist Davis Godwin uses painting and line art to help game designers create objects and levels for the America's Army game.

“I can't think of many jobs out there where you both get to have fun as well as produce something which, to sound campy, answers to a higher calling. Lots of other game developers out there are making games for the almighty dollar. ... We don't sell our game; it is completely free. And to have the opportunity and the responsibility to tell the Soldiers' story with it — it's a big deal to me.”

Whitney Stovall, Army Game Studio marketing director, said in 2013 fans can expect a new version of the game, more mobile comics and further development of the back story of the America's Army products.

Registration to test the beta version of the new game launched in April. Stovall said following along with the comics and the America's Army social media pages on Facebook and Twitter will give gamers clues about what to expect next.

Find more information online at:

www.facebook.com/pages/Americas-Army-The-Official-US-Army-Game/81797167460

<https://twitter.com/AmericasArmy>
www.youtube.com/americasarmy

ADVERTISING UPDATE: Window Dressing

By Steve Lambert
USAREC G-7/9 Marketing Chief

There seems to be an assumption that bigger is better when it comes to window graphics. Windows for a business are a lot like accessorizing your outfit. I doubt you'd wear a medallion the size of your head; why should your building?

It's time to clear the air about full window graphics for recruiting centers.

Full window graphics (FWG) are those that cover every square inch of the center's windows. The FWG concept has never been a USAREC marketing recommendation for several good reasons. The USAREC recommendation has been to limit the size of window clings to no more than about 25 percent of a particular window panel's square footage. The recommended window graphics can be found in the USAREC Branding TTPs file posted in the Marketing section of the G7/9 Sharepoint (<http://span.usaac.army.mil/pub/RC-G7G9/marketing/Pages/default.aspx>).

The 'cover every square inch' FWG concept came about from the creation of the windows for the first Pinnacle recruiting center. That proposal was outvoted by the commander and the full window coverage debacle began. Because full window graphics exist in several locations, the stage was set to 'overbrand' recruiting centers. Overbranding refers to excessive graphics out of balance with the environment (picture 10-story 'Golden Arches' outside of a single-story McDonald's).

The case against full-coverage is three-fold. First, it is visually inconsistent with the national merchandising kit, which has priority over any local signage. The two approved sizes of official merchandising window clings are 24-inch by 36-inch (for smaller legacy stations) and 36-inch by 48-inch (for Pinnacle centers). Additional graphics that are any larger than these overwhelm the official window clings to produce inconsistent signage.

Second, is the reason 95 percent of professional retail environments avoid FWG signage: it gives an amateurish appearance. It is typically reserved for tire shops, pizza parlors and dry cleaners (such as, "Only \$1 per shirt" in 5-foot-tall letters across an entire window).

Higher-end corporations and retail outlets avoid the full-window look like the plague because it cheapens the brand. While oversized decals of sports figures have certainly overtaken many kids' bedrooms and man caves, the trend thankfully stopped short of professional consumer signage.

But the biggest reason is that it is a wasteful expenditure of funds. The Accessions Support Battalion has a limited number of funds and, while we have traditionally had surplus credits at the end of the year, it doesn't take a mathematician to calculate that covering even one third of recruiting centers with FWG would break the bank. In addition, a 4-by-5 window graphic (20 square feet) delivers 95 percent of the impact as a FWG four- to five-times larger. The same impact at only 20 percent of the cost is a no-brainer.



Full window graphics are not the recommended recruiting center signage.

Making PaYS Work

Program Helps Reserve Soldier Achieve Career Goals

By Shae Warzocha
Partnership for Youth Success

When Ciara Brown enlisted in the Army Reserve she wanted a military occupational specialty (MOS) such as human resources specialist (42A) to complement her degree in business management; unfortunately, 42A was not available. Brown shared her disappointment with her recruiter, Staff Sgt. Paul Tetlack. Familiar with the Partnership for Youth Success (PaYS) program Option 50, Tetlack immediately recommended it to Brown.

“Although I re-enlisted and never used PaYS, I thought this could be exactly what Ciara needed to see that the Army Reserve was still a path to her goals,” Tetlack said.

Brown, now a private first class, joined the 354th Civil Affairs Brigade in Riverdale, Md., as a chemical, biological, radiological, nuclear (CBRN) specialist (MOS 74D).

“The job came with three PaYS employers, and since my degree will be in business management, I figured all businesses deal with money and banking so I chose 1st Mariner Bancorp,” she said.

Recruiters have an additional recruiting tool with PaYS that encourages applicants to join the Army and the Army Reserve for skills training and/or experience sought by employers. The PaYS program aligns Future Soldiers with civilian employers who are looking for employees with skill training, maturity, leadership and values, and provides a job interview and possible employment after the Army.

Video testimonials located on the PaYS public site, www.armypays.com, feature PaYS partners who have successfully hired veterans. These videos are a great way to reinforce with parents, influencers and educators the Army’s investment in a Soldier’s future.



Tina Price, 1st Mariner Bancorp Employment Manager, Army Reserve Pfc. Ciara Brown and Stacy Levin, Operations Specialist 1st Mariner Bank

Also located on the PaYS site, recruiters can find recent partner press releases, links to current partners, additional information for cadets and Soldiers, the PaYS monthly newsletter, links to Facebook and other PaYS social media sites, FAQs and other Army veteran programs.

PaYS training for recruiters is included in the Army Recruiter Course. Once in the field, recruiters are encouraged to explore and use the PaYS tools available on the IKROme portal to take full advantage of all its resources. The Partner Regional Activity Map (PRAM) can quickly guide recruiters to partners in their areas and beyond. PaYS is compatible with all recruiting incentives. If the PaYS database matches a partner to the MOS at enlistment, the option automatically appears in the reservation process.

Having a PaYS partner in your recruiting area provides an instant COI who understands the value of Army experience and training. Creating a relationship with local PaYS partners

can lead to sharing space at community recruiting events, guest appearances at Future Soldier training, and a fresh approach to high school and college recruiting events.

“Our goal at the U.S. Army Marketing and Research Group for Fiscal Year 2014 is to expand the PaYS program to national awareness,” said Angela R. Byrd, PaYS program manager at AMRG. “We are working hard to continue our support to the USAREC and Cadet Command missions, while including new messaging that PaYS aligns perfectly with the president’s veterans hiring initiatives, which is so important for our Soldiers and their Families, as they return home from deployments and are separating from the military.”

Visit the PaYS program public website: www.armypays.com, the Facebook fan page: www.facebook.com/armypays and the IKROme portal/Sharepoint site at <http://span.usaac.army.mil/pub/RC-G7G9/Pages/PaYS.aspx>.

Potential Partner Instrumental to Hiring Veterans in Baton Rouge

By Jennifer Villaume
Baton Rouge Battalion

During a Louisiana State University football game last season, Baton Rouge Battalion Commander Lt. Col. Doug Reynolds met Art Favre, the president of Performance Contractors, and enlisted his help through the Partnership for Youth Success (PaYS) program.

About the same time, Capt. Steve Milauskas, Baton Rouge Company commander, compiled a list of the top 10 largest companies in Baton Rouge. Performance Contractors topped that list.

Reynolds engaged those top 10 employers about opportunities within the PaYS program.

Chet Ferraci, the director of human resources for Performance Contractors, answered quickly saying he was happy to be involved. Soon after, Milauskas presented the information to him at the corporate headquarters.

"Since starting the process of the PaYS program, a representative from their company has attended my grassroots advisory board meeting in March and also linked up with the local Army Reserve units to present job openings they currently have for Reserve Soldiers and veterans."

David Theriot, an Army veteran and project services coordinator with Performance Contractors, was tasked with seeking out and recruiting other veterans and current National Guard and Reserve members.

"We are a rapidly expanding company who realizes the value of military service, and would like to add more service members to our team," said Theriot. "We found the Army PaYS program as a way to find and connect with current servicemembers. We are just getting started with the PaYS program, but so far the representatives have been very eager and willing to help."

Ferraci has been in contact with a local Army Reserve unit and has informed them of numerous job opportunities coming up in the short term.

"One of these units recently returned from a deployment and many of the Soldiers are in need of employment," said Milauskas. "The company, at the initial time of partnership, was looking to hire veterans ... [and] completely train them."

The PaYS program satisfies Theriot's need for long range planning for new hires.

"I am excited about the possibilities for this program because most of the Soldiers I am meeting are eager to learn our business, but are not immediately qualified to do the work," said Theriot. "The Soldiers that are coming out of the Army are motivated to work and highly trainable, but need to make money immediately."

"We are looking to hire mostly welders and pipefitters, which takes about four semesters of school to acquire the necessary skills. With the PaYS program, we should be able to counsel the Soldiers and get them in training while they are still active duty," said Theriot. "This will give us a candidate that is ready to be hired as soon as they ETS, and give the Soldier a career waiting for them after their service."

Partnership for Youth SuccessSM New Partners

469 - Shearer's Foods Inc. - Cleveland Bn - Shearer's Foods is located between Cleveland and Amish Country in Brewster, Ohio. They manufacture and distribute a family of brands of snack items, including potato chips, pretzels, pork rinds, salsa con queso, tortilla chips and whole grain brown rice crisps. They manufacture, warehouse and distribute all of their own snacks. They are offering career opportunities for PaYS Soldiers in maintenance electricians, packaging associates and operators, truck drivers, processors and supply clerks.

470 - Coast to Coast Computer Products Inc. - Fresno Bn - Coast to Coast Computer Products is a one-stop shop for all computer supply needs. Founded in 1985, they have experienced continued growth. Located in an area with no Army presence, they are seeking and will forecast positions in sales, computer support and customer service.

471 - BBVA Compass Bancshares Inc. - San Antonio Bn - BBVA Compass Bank is a U.S. financial holding company headquartered in Birmingham, Ala., with \$65 billion in assets. BBVA Compass is one of the United States' 25 largest banks with 716 branch locations in Alabama, Arizona, California, Colorado, Florida, New Mexico and Texas. The bank president in San Antonio is an Army veteran, active in Future Soldier events and influencer activities. They want Soldiers with IT, customer service and finance backgrounds.

472 - Gila County, Ariz. - Phoenix Bn - Gila County covers over 4,700 square miles and has a population of 53,000. Major industry includes public administration, retail trade, accommodations, food service and mining. The county is interested in veterans for their sheriff's department and some administration positions.

ARMY PaYS PROGRAM RECRUITER TOOLS AND INFORMATION

ENCOURAGE FUTURE SOLDIERS
WITH PaYS OPTION 50,
TO JOIN OUR
FACEBOOK PAGE



ARMY STRONG.

Partnership for
Youth
Success



www.facebook.com/armypays

Claims Pilot Improves Service for USAREC Soldiers, Families

U.S. Army Claims Service

In the past, Soldiers and civilian employees and their family members assigned to Recruiting Command or Cadet Command, in civilian education programs and at certain other remote locations had few places to turn to when they wanted to file a claim for damage to their personal property. Usually, their duty stations are located far away from an Army claims office where claimants would traditionally receive claims support.

This changed in May, the start of this year's PCS moving season. This year USAREC and USACC personnel and others in remote locations (such as embassies or foreign military sales offices) will be able to take advantage of the Army Judge Advocate General Corps' pilot Remote Claims Assistance Program (RCAP) when it is time to file a claim against carriers or transportation service providers (TSP) for loss or damage to their household goods shipment, or other damage to or loss of their personal property incurred incident to service.

The program was developed based on recommendations arising from TJAG's 2012 Claims Strategic Review, which included seeking out and assisting under served populations; enhancing claims assistance services; reinforcing outreach efforts; and leveraging full replacement value (FRV) capabilities.

RCAP will do all of these.

The pilot program will operate out of the Fort Knox, Ky., claims office, which is generally responsible for providing claims support to both USAREC and USACC, the parent units for the majority of RCAP participants. RCAP will focus on providing proactive outreach, advice and assistance to participants to ensure they are compensated for their losses as easily, quickly, fully and fairly as possible.

RCAP will be available to claims customers by phone, email, and online to provide advice and to help claimants avoid filing pitfalls and smoothly negotiate the potentially bumpy claims process. Most importantly, RCAP will help these remote claimants meet mandatory claims deadlines, including the requirement to file notice of loss and damage, a prerequisite for claim payment within 75 days of household goods delivery, and to file the claim against the TSP within nine months of delivery to enable FRV reimbursement for items lost or destroyed in the move.

RCAP also will assist remote claimants with access and use of the online Defense Personal Property System (DPS) claims module to file their claims against their TSP, help settle the claims directly against their TSP, and review their TSP's settlement offers before accepting them. Finally, if a claimant cannot arrive at a satisfactory settlement with the TSP and transfers the claim to the Army, the RCAP staff will retrieve the claims document from the DPS claims module or the TSP so the claimant does not have to laboriously reenter all the claimed items in the Army's claims filing program.

Using the Remote Claims Assistance Program

Contact the Fort Knox Claims Office staff

Who:

- USAREC and Cadet Command recruiters, instructors and staff assigned to duty locations without a nearby claims office

When:

- ASAP after household goods delivery scheduled, or
- Otherwise suffer loss or damage incident to your service

How:

- Email: usarmy.knox.tradoc.mbx.sja-claims@mail.mil
- Snail mail: Office of the SJA, Attention: Claims, Fort Knox, KY 40121-5230
- Telephone: (502) 624-6913, (DSN: 464)
- Fax: (502) 624- 2375, (DSN: 464)

What to include:

- Sponsor's name and contact information, including a telephone number and email address

TELS

Soldiers Have New Transition Advocates

By Lt. Col. Jon Carrico Jr.
Office of the Chief, Army Reserve

Having an expert on hand who recognizes the unique skills, talents and abilities associated with serving the nation can make a tremendous difference for a candidate seeking the right fit. The service of Soldiers over the past decade has not gone unnoticed, according to Erin Thede, director of the Army Reserve's Employment Partnership Office (EPO).

"A growing number of employers are looking to veterans as potential employees, some out of a sense of patriotism, but in many cases they are simply recognizing a pool of candidates with the skills and experience to enrich their organization," said Thede. "Transition employment liaisons are the newest advocates available to help Soldiers and veterans navigate a difficult job market."

More than 300,000 veterans will enter the job market over next four years. Transitioning to a civilian career can be challenging. Transition employment liaisons (TELS) are experts in recognizing specialized capabilities and assisting transitioning active duty Soldiers seeking employment opportunities.

"TELS not only have a working relationship with many civilian organizations, they also have access to job portals and hiring networks that feature employers interested in hiring veterans and Soldiers," said Angel Faggins, program manager for the EPO. "Our liaisons are working to reduce the veteran unemployment rate by using an EPO-maintained network of employment specialists whose established relationships with local and national employers are vital in assisting Soldiers."

TELS provide employment assistance to Soldiers at specific military posts as they transition from active duty. As Soldiers depart active duty and relocate to other parts of the country, the TELS refer Soldiers to Army Career Employment Specialists who are geographically-dispersed throughout the country. ACES receive the Soldier and provide continued support, resume development/enhancement, application process support, interview assistance, and jobs skills translation.

Along with the network maintained by EPO, TELS have the depth and breadth of experience necessary to assist Soldiers. TELS are former service members who have firsthand knowledge of the transition process. Many of them were noncommissioned officers with assignments as recruiters or military career counselors. They are armed

with a vast array of tools to assist service members as they leave active duty.

In order to best assist service members' transition to the civilian workforce, TELS are located with Transition Assistance Career Counselors, who assist Soldiers interested in continuing their military career in the Reserve component while completing the Transitional Assistance Program at their local Army Career Alumni Program (ACAP) office. TELS use the Hero 2 Hired job portal site (H2H.jobs), which is available to veterans/transitioning service members of all components.

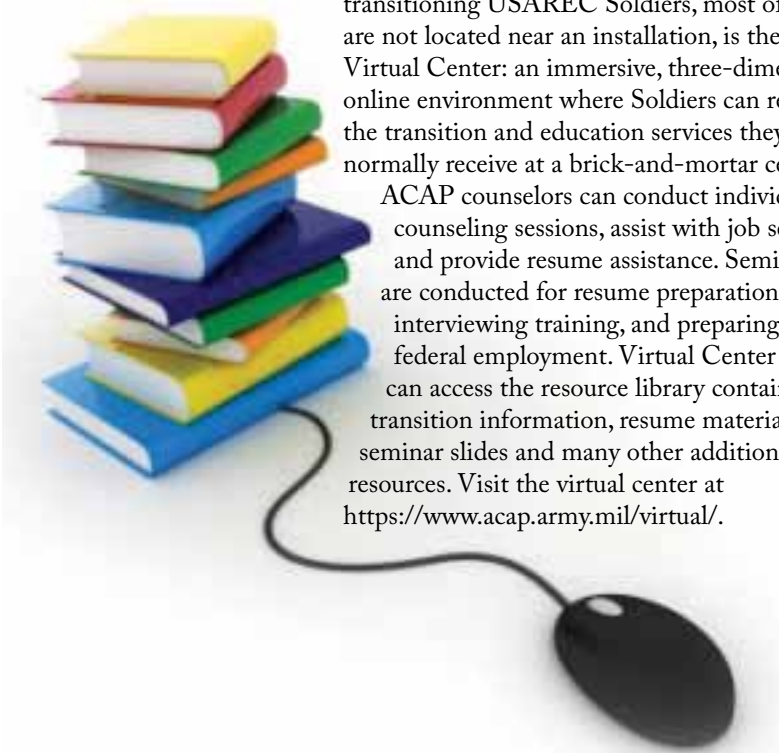
TELS are located at seven installations: Fort Campbell, Fort Belvoir, Fort Bragg, Fort Stewart, Fort Sill, Fort Hood and Joint Base Lewis-McChord. By the fall, EPO will expand TEL coverage to nine additional locations. The proposed new locations include Fort Knox, Fort Drum, Fort Jackson, Fort Gordon, Fort Bliss, Fort Carson, Fort Irwin, Fort Riley and Fort Leonard Wood. Soldiers not at one of these installations may still leverage TEL services by creating a job-seeker account on H2H.jobs and indicating they would like to receive personal counseling assistance.

VIRTUAL ACAP IDEAL FOR USAREC NCOS

The Army Career and Alumni Program supports the total Army force — active and Reserve — with a variety resources and links to assist Soldiers with military transition and job preparation.

One of the key programs available to transitioning USAREC Soldiers, most of whom are not located near an installation, is the ACAP Virtual Center: an immersive, three-dimensional, online environment where Soldiers can receive all the transition and education services they would normally receive at a brick-and-mortar center.

ACAP counselors can conduct individual counseling sessions, assist with job searching, and provide resume assistance. Seminars are conducted for resume preparation, interviewing training, and preparing for federal employment. Virtual Center visitors can access the resource library containing transition information, resume materials, seminar slides and many other additional resources. Visit the virtual center at <https://www.acap.army.mil/virtual/>.



Army Approves Shoulder Patch AMU Soldiers Can Call Their Own

Story and photo by Michael Molinaro
U.S. Army Marksmanship Unit

Soldiers from the U.S. Army Marksmanship Unit held one of the shortest yet most significant ceremonies in the unit's 57-year history: donning new shoulder sleeve insignias April 2 at the unit's Ceremony Hill on Fort Benning, Ga.

While it took decades to get to this day, it took all of 10 seconds for the Soldiers to remove the Army Star patch they had been wearing and replace it with the unit's new shield-shaped insignia.

"For the first time in our unit's history, we have our very own shoulder sleeve insignia (SSI) that we can call our own," said Lt. Col. Don King Jr., USAMU commander. "No matter what command we get assigned to from this day until the end of time, this patch is ours and ours alone."

Similar to Soldiers moving from one unit to another over the course of an Army career, the unit's members have transitioned from one patch to another five times since 1956. Upon creation of the unit it fell under the Continental Army Command, wearing the famed patch of the former Army Ground Forces. In 1973 CONARC was divided into two commands: Forces Command (FORSCOM) and Training and Doctrine Command (TRADOC). The USAMU fell under FORSCOM and donned the patch selected during World War I by General John J. Pershing. In 1995 the USAMU was transferred to the Community Family Support Center, wearing the stylized triangle patch of the CFSC.

The USAMU was once again on the move in 1999, transitioning from CFSC to U.S. Army Recruiting Command, making



Command Sgt. Maj. William Koller places the new U.S. Army Marksmanship Unit Shoulder Sleeve Insignia on the sleeve of USAMU Commander Lt. Col. Don King Jr. April 2 at the unit's Ceremony Hill next to Pool Range Complex on Fort Benning, Ga. The unit has worn five different patches of its higher commands until the Army G-1 and The Institute of Heraldry approved the unit to develop and design a patch.

USARECs Liberty Bell SSI the fourth patch worn by unit members. In 2002 the unit was transferred to the U.S. Army Accessions Support Brigade and began wearing the Army Star patch after it was authorized in 2006.

Last year the Army G-1 and The Institute of Heraldry approved the unit to develop and design an SSI as an exception to policy. Unit personnel came up with designs and concepts, sent them to the IOH, and then the final version was approved Oct. 24.

The new patch has many small details that describe the unique missions of the historic unit.

The crossbow is a weapon of historical significance consisting of a bow mounted on a stock and contains the base elements of marksmanship today: reusable mechanical weapon, projectile and marksman. The golden yellow color represents the excellence and award-

winning performance in competition. The direction of the arrows pointing outward symbolizes the combat readiness of the unit and their ability to go anywhere to assist. The convergence of all three weapons at the center of the device signifies precision and accuracy. Teal blue is the designation color of the unit.

"We can never take this patch for granted," said Staff Sgt. Josh Richmond. "So many Soldiers have come before us here and done great things but never had the chance to wear the USAMU patch. Between all of the Soldiers we have trained, the deployments, the championships and medals we have won — we have won 24 Olympic medals, more than some countries have ever won — it feels just as great to have a patch that also distinguishes this great unit.

"By wearing it, it ensures that we uphold the standard of excellence that has been set here."

SMA Emphasizes Professionalism

By Nathan Pfau
Fort Rucker Army Flier

Sergeant Maj. of the Army Raymond F. Chandler III visited Fort Rucker, Ala., in April with Army Chief of Staff Gen. Raymond T. Odierno to conduct open discussions with Soldiers about budget constraints, affects of sequestration and what it means to be an Army professional. During the visit he recognized and visited with Soldiers, but mostly he talked about bringing professionalism back to the Army.

“My expectation is for you to understand what the Army profession is about and that you’re training your Soldiers routinely on what it means to be a professional,” he said to an audience of NCOs at the Seneff Building. “You have to own this and your responsibility is to lead your Soldiers into ownership also, because the profession touches everything we do.

“Whether it’s talking about suicide, sexual assaults or even doing well on [physical training] tests — you can tie something that we do as an Army to our professional responsibilities,” he continued. “I see many Soldiers not understanding that and I’m not going to solve it — you are.”

Chandler said everything is spelled out in the first line of the NCO creed: “No one is more professional than I.”

“We can get up there and shout it all day long, but shouting doesn’t do squat,” he said. “It’s what you do behind it — it’s your character, your commitment and your competence ... so I ask you, are you committed to the Army and your fellow Soldier?”

Chandler went on to conduct an open discussion with the Soldiers and asked them how they thought the Army was doing against sexual assault. Some Soldiers expressed concern that things were getting worse, while others said they thought things were getting better.

In 2011, there were 1,695 reported sexual assaults in the Army, and last year there were a little more than 1,400, according to Chandler, and things are getting better. It’s the Army’s policy to not tolerate sexual assault, he reminded, adding that it comes down to each Soldier’s commitment.

“If you tolerate indiscipline, you’re not committed. If you tolerate sexual innuendo or inappropriate touching, you’re not committed,” he said, adding that only 30 percent of sexual assaults get reported, but that reporting isn’t the problem.

“Why aren’t we getting this thing about commitment to the

Army’s policy — why aren’t we getting it? I’m not talking about reporting it, I’m talking about stepping in before the act occurs.

“We’re supposed to be looking out for each other — we’re part of that check-and-balance process,” he continued. “We’re not successful in our [Sexual Harassment/Assault Response and Prevention] campaign if we have one sexual assault in our Army.”

Along with sexual assault, Chandler discussed hazing and suicides in the Army, and what leaders must do to prevent and help.

“We’ve also still got a problem with hazing, and I believe that this is junior NCO business. I want you to take a look at whether or not you are developing them ... and if you’re not familiar with Army policy on hazing, you need to get familiar with it.”



Sergeant Maj. of the Army Raymond F. Chandler III speaks with NCOs during an April visit to Fort Rucker.

**“ If you tolerate
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— Sgt. Maj. of the Army
Raymond F. Chandler III

Regarding suicides, there have been about 78 suicides in the Army this year, which is about 16 more than there was at this point last year. He said it’s not going to be classes or presentations that are going to prevent suicides, but the individual NCOs that do so.

“I need your help with this,” he said to the NCOs. “We had more than 300 suicides last year — that’s a small battalion. We have

more kids dying from suicide than we do in combat.”

It’s the NCO’s duty to be engaged with Soldiers and look out for anything out of the ordinary with a particular Soldier, he said.

“If something is wrong, you’ve got to step in and your chain of command will support you,” he said, adding that it’s hands-on interaction with Soldiers that will help prevent suicides.

“That’s how we’re going to turn this around,” he said. “It’s not a program or a policy that will prevent this — it’s you and me being committed to it.”

The first step in prevention is to make sure junior NCOs are trained to watch out for signs and to know what exactly to look for, said Chandler, and from there things can begin to get better.

“We’ve got to do better. It’s our professional responsibility to do our duty, and that’s to be [an NCO], so let’s get after it,” he said.

Baton Rouge Bn Commander Leads From Front, Sets Personal Enlistment Goal

By Jennifer Villaume
Baton Rouge Battalion

Face-to-face prospecting can happen anywhere — even in the elevator at the battalion headquarters. Just ask Lt. Col. Doug Reynolds, Baton Rouge Battalion commander, who swore in his first enlistee, Kenny Weems, March 26.

“When I am out I am constantly recruiting and prospecting,” said Reynolds. “As a leader you should never ask anyone to do something you would not do yourself.”

“I like to see what the recruiters are up against and learn what their challenges are as we try to engage the 17- to 24-year-old population, looking for the most qualified young men and women to fill our ranks,” he said. “It is putting myself in their boots to see the life of a recruiter doing face to face prospecting.”

Reynolds had seen Weems working in the Neuromedical Center, where the battalion is located, several times over the past six months. Weems always said hello and Reynolds decided to strike up a conversation in the elevator one day.

“I asked him if he ever thought of a career in the Army,” said Reynolds.

Weems said, “Yes,” and that was the start of his new career.

Reynolds set a date to speak with him about his own military specialty air defense.

“Weems was very interested in this part of the Army and we had a great conversation about his goals for the Army and for his education,” said Reynolds.

Weems said his father was in the Army.

“After working for a year and a half paycheck to paycheck I wanted to do something more with my life,” said Weems.

“He told me what the Army had to offer and when I come back to a civilian life how much this training and experience will help me. After all was said and done speaking with the battalion commander, I was signed up.”

“I enlisted as a 14E or Patriot Missile launcher and operator,” said Weems. “I love dealing with computers and launching missiles has to be fun.”

Baton Rouge Battalion Command Sgt. Maj. Stuart Williams completed the Army Interview with Weems and then moved him into the Future Soldier Training Program within the Baton Rouge Company.

Reynolds enlisted two Soldiers in April and is almost to this third. His goal is one per company before his change of command.

“In this case what I learned is that if you find those people with an interest in the Army you step up to that next step to move forward. It requires flexibility, understanding what is going on in their life and knowledge of the community,” said Reynolds. “By knowing the challenges in each of our area of operations I am better prepared to set up our recruiters for success.”

Weems graduated from Woodlawn High School in Baton Rouge in 2011. He plans to complete his college degree in nursing while serving.

“I am excited and not really nervous anymore. I have met people that are enlisting with me and I know that they are going to go through the same things I am so it makes me feel better,” said Weems.

“Everyone has been so helpful and nice and treated me with respect, no matter what. It was a lot of waiting but it has been so worth it.”

First Sergeant Sees Son Follow in His Footsteps

Greater Kansas City Company

With his right hand raised and a huge smile on his face, Brennan K. Richmond stood face to face with his father's company commander, Capt. Lianna Crawford, repeating the oath of enlistment into the U.S. Army, just as his father had done 20 years earlier.

The son of Greater Kansas City Company 1st Sgt. Jeremy J. Richmond, Brennan enlisted as a fire support specialist (13F) with airborne option the end of January at the Kansas City Military Entrance Processing Station.

The high school senior said he has known from a young age he wanted to join the Army and follow in his father's footsteps.

The process started with a recruiter calling Brennan at his home asking if he was interested in joining the Army. The first sergeant knew he wanted to have his son follow in his footsteps, but did not want

to influence him on his decision nor overtake his packet and recruit Brennan himself. Richmond wanted to make sure Brennan received the red carpet treatment that all applicants receive from their recruiters.

Brennan went through the process as would any other applicant; his father was there to guide him, but made sure his position did not give him any special treatment.

As Richmond stood in the background watching his son enlist, he recalled when he enlisted and feeling the great sense of pride and the commitment of his life.

“It was an honor to have my company commander, my battle buddy day in and day out, here to administer the oath of enlistment to my son,” Richmond said. “My son simply wanted to do something to make a difference and be a part of something bigger than himself.”

He has advised his son to always be honest, take time learning his job and enjoy his life.



First Sgt. Jeremy Richmond hugs son, Brennan, following his enlistment.

Brennan was visibly proud of his enlistment and very excited about his military occupational specialty. Brennan said he hopes his two younger brothers also follow in his and his father's footsteps and carry on the family tradition of military service.



Charlotte Company Commander Capt. Tim Page talks with prospects at the All-American Combine tour stop in Charlotte, N.C.

All-American Combine Tour Stops Help Recruiters Reach Prospects

Story and photo by Ron Toland
Raleigh Battalion

The 2013 Army All-American Combine tour stopped at Hough High School near Charlotte, N.C., March 23 giving Charlotte Company recruiters the opportunity to connect face-to-face with about 1,500 prospects. The high school sports competition focused on high school athletes showcasing their sporting talents at a national level in the game of football.

"The Army's purpose at the combine is to show the Army's support to the community and its students, but it is also a way for us to get the Army name into the community and a way for students to be made aware of our presence as an organization," said Staff Sgt. Kyle Dorsch.

He believes he and his fellow recruiters were able to reach all 1,500 students in attendance either through face-to-face conversation, advertisement or just their mere presence on the field.

"The Army's presence at the Army All-American Combine promotes and reinforces the significance of the Army All-American Bowl," said Capt. Tim Page, Charlotte Company commander. "Specifically, it allows our recruiters and command team to directly relay the connection between a team sport, like football, and the U.S. Army. The Army is a team of teams, and every Soldier must know and understand their role, working together toward a common goal."

The coaches of these student athletes serve as some of the most important influencers and mentors in these athletes' lives, said Page. So this is also a viable, top choice option for these young men, he said.

Raleigh Battalion Hosts Family Fair Day

By 1st Lt. Nikeisha Johnson
Raleigh Battalion

Raleigh Battalion hosted its first Family Fair at the North Carolina National Guard headquarters in Raleigh, N.C., in February.

Over 150 Soldiers and their family members attended the event, bringing together critical resources not always easily accessible to Soldiers and their family members. This opportunity allowed them to gain a better understanding of what's available to the Soldiers and their families throughout the state.

With the focus more on family and not just the Soldiers, the fair consisted of representation from seven colleges/universities, financial advisers, family support programs and legal support, providing key information and assistance to family members.

"It's important that Soldiers and their families know what's out there for them in order to progress in their career and that's what we are here for," said a university representative.

The information presented by the educators was invaluable according to many of the Soldiers who attended and many of the spouses were excited to learn what opportunities were available to them, as well as enrolling in college for the first time.

While education was an important part of the event, legal support was the highlight of the day, where many Soldiers were able to obtain wills and powers of attorneys that have been difficult to obtain in the past. This service was provided at no cost to the Soldier or spouses by lawyers and paralegals who volunteered their time to assist the battalion in hosting a first class event.

"I thoroughly enjoyed being able to give back to our Armed Forces by organizing this event and being able to provide free legal services to those who serve us," according to one of the volunteer lawyers. "We feel that this event was incredibly successful and we look forward to helping the Armed forces any way we are able to going forward."

Every presenter was more than satisfied and found it to be just as beneficial to them as it was to the Soldiers and spouses; one presenter said, "I was impressed by the motivation and the enthusiasm of your battalion and I look forward to being invited back to do this again."

Since this event clearly focused on the family and not just the Soldier, spouses used all resources present, allowing them the opportunity to do what many of them wouldn't have done otherwise, resulting in many Soldiers and their families being more prepared than ever and are now better aware of opportunities available to them. Additionally, many of them felt as though the approach taken this year was more informative than other years and having educators, lawyers and notary publics on site turned this event from a training event to a family event.

Some spouse comments included, "I truly appreciated the tribute to the wives. It's always nice to be acknowledged since many of us operate in the background as the force behind the force."

"It is important for family members to be educated on some of the educational opportunities that exist for them and this was a huge step in doing that," said Raleigh Battalion Command Sgt. Maj. Pang Shen.

Battalion Takes Advantage of Fort Bragg Resources for Future Soldier Training

By Ron Toland
Raleigh Battalion

More than 100 Future Soldiers from all six Raleigh Battalion companies participated in the Leaders Reaction Course training in March at the Pre-Ranger Course (PRC) on Fort Bragg, N.C.

Assigned to small teams, the Future Soldiers competed on four obstacles at the PRC, learning to navigate the vertical wall, island hopper, balancing logs and the trenches.

"I was surprised; it is something new and different and takes me outside my comfort zone," said Bonito Wested, an 18-year-old who shipped in March.

Enlisted in the infantry, Wested said the course allowed him to see what he is getting into and he thought maybe he'll be a Ranger himself one day.

"This is a morale-building event, even though it is outside my comfort zone," he said.

Other recruits echoed the same.

"This tests teamwork and learning to work as a team ... the Soldier way," said Amber Lacross, 21, a 68W (combat medic) who also shipped in March. She added that the course is also a morale booster and that it instills discipline, builds mental strength and also took her out of her comfort zone.

"It is a new environment and we have to learn to work with others we do not know and to trust them," she said. "It's kind of a thrill."

She also said it is nice to get to meet new people and interact with others.

"It's inspiring. I'm into it."

Sergeant 1st Terence Carter, the battalion master trainer who coordinated the event, said, "The Leader Reaction Course is a thinking event, challenging and teaching Future Soldiers maneuver tactics and teamwork."

"Future Soldier functions like this one continue to be great events and the program gives our young recruits a vision into what they are about to do and become — the next generation of leaders in our great Army," said Lt. Col. James W. Hunt, Raleigh Battalion commander.



As part of Dayton Company's team volunteering efforts, Staff Sgts. Regina Edwards and Randre Randle serve meals at a soup kitchen with Company Commander Maj. Charles Fyffe.

Company Commander Launches Volunteering Effort to Enhance Team Cohesiveness, Community Outreach

Story and photo by D. Charone Monday
Columbus Battalion

Developing team cohesiveness at the company level is always a high priority in Recruiting Command. Dayton Company Commander Maj. Charles Fyffe implemented a unique way to do this. His approach, described as "team volunteering," not only develops team work, but also helps the local community.

It all began in December when Fyffe sought out places where his recruiters could join him to make a difference during the holiday season. Many of them participated in one or more of the opportunities by donating gifts or volunteering their time.

Their efforts included helping at a shelter for the homeless, providing service at a soup kitchen, participating in the U.S. Postal Service's Operation Santa program, and helping military families with hardships through the Operation Homefront program.

Besides serving meals, organizing warehouses, and making the holidays better for the children of several local families, their volunteer efforts let others know that Soldiers not only fight for their freedoms, but also truly care about them.

And even though it was obvious their efforts would not directly lead to an enlistment contract, according to Fyffe, "It's not all about recruiting. It's about helping out the country and our communities and being better people for it. Our recruiters care about people just like anyone else and they want to do the right thing."

For company commanders wanting to start a team volunteering program, the Internet is a great way to locate volunteer opportunities in any given area. Keep in mind that many organizations in need of volunteers have required paperwork, so be sure to apply ahead of time.

The Soldiers of Dayton Company have continued to remain active in their team volunteering efforts.

"In order to keep recruiters involved all year long and not just during the holidays, I would tell other company commanders in order to get their recruiters to volunteer that they should lead from the front. If you lead by example, they are going to follow you," Fyffe said.

Teams considering starting a similar program should contact their Brigade Judge Advocate for guidance.

Veteran Reunited With Dog Tag 70 Years After Losing It

Story and photo by Daniel Gilbert
Oklahoma City Battalion

Loose change, keys and laundry, losing our belongings seems as inevitable as aging. But could you imagine one of those missing socks you wrote off actually finding its way back to you after 70 years? Neither could Alvin Krumrey.

In 1943, while serving in the U.S. Army Air Corps at the island of Guadalcanal, Krumrey lost his first issued dog tag. Though he thought he would never see it again, this piece of identification would eventually travel across the world and return to his possession.

The little piece of metal's journey back to Krumrey began at Guadalcanal, the largest of the Solomon Islands in the South Pacific Ocean where a local islander discovered the dog tag and took it to a rare coin store owned by New Zealander Judi Handscomb and her daughter Caron MacDonald. Although the metal is worn from age, the imprint is still completely legible. The shop purchased the tag, which not only includes Krumrey's full name, but also his rank, Army series number, tetanus shot identifier, a next of kin name and hometown.

Handscomb, who resides in Australia, decided to take the dog tag home with her in hope of finding its owner. Her father served in World War II and she felt a connection and somewhat of a responsibility to get it back to Krumrey or at least his family.

Several years ago Handscomb had met Robert "Wade" MacElwain while he was conducting World War II research in the Solomon Islands. Handscomb contacted MacElwain and sent him photos of the dog tag. MacElwain then went to military archives and found a copy of Krumrey's service record showing his place of enlistment to be Tulsa, Okla.

MacElwain next found an obituary for a Mrs. Krumrey whose memorial service was handled by the Paul Thomas Funeral Home of Miami, Okla. MacElwain called the funeral home to find her next of kin. The funeral home could not disclose the information to MacElwain, but put him in contact with Roy Woods, who is in charge of military veteran funeral details for the local American Legion.



Tulsa Recruiting Company Commander Capt. Matthew Wimmer and Claremore Center Commander Sgt. 1st Class Billie Montgomery with Alvin Krumrey, who was reunited with his first issued dog tag 70 years after losing it.

After conversing with MacElwain, Woods was able to locate the dog tag's original owner in about four hours. Turns out that Krumrey and Woods live a few blocks from each other.

"I went over and asked Alvin if he would like to have his dog tag back and he said, 'I sure would!'" said Woods.

Woods soon notified MacElwain and Handscomb and the tag was shipped to him from Australia, a voyage that took four weeks due to the metal having to pass through customs.

Woods said he wanted its return to be a memorable event for Krumrey. "Once I had the dog tag I wanted to have a local Army recruiter present it," said Woods.

Both a Vietnam veteran and prior U.S. Navy recruiter zone supervisor, Woods contacted the local Army recruiting office and the Oklahoma City Battalion headquarters to request representation. Tulsa Company Commander Capt. Matthew Wimmer and Claremore Center Commander Sgt. 1st Class Billie Montgomery were eager to assist.

"Being retired military I know how important it is that we take care of our own. In civilian jobs you can work for a company four or five years and once you leave that job, you're history, they forget your name. Well, it's not like that with the military. These gentlemen [Wimmer and Montgomery] are here today because they

care, not just about the ones they're trying to enlist, but the ones who have served their time," said Woods.

After sharing the dog tag's remarkable history with a room full of Krumrey's family, friends, fellow veterans and city officials, Woods introduced Wimmer for the tag's official reunion with Krumrey.

"I'm honored to be here and grateful for the invitation to be a part of this event. This is something important, people like Mr. Krumrey paved the way for me, Sgt. 1st Class Montgomery, and others like us to serve," said Wimmer.

Wimmer then placed the dog tag in Krumrey's hand thanking him for his service. After a 70-year separation, the tag was finally held by Krumrey again Jan. 30.

Krumrey, who at 91 years old still has mobility and a sharp mind, stood proud but humbled by all the applause.

"I can't believe it; it's been 70 years. I didn't realize I was important. Thank you," said Krumrey.

Wimmer replied that he is very important, "Without you and your brothers in arms we wouldn't be here."

Woods then read a card sent from Handscomb and her daughter expressing how happy they were Krumrey was receiving his dog tag back.

When asked what he would do with the dog tag, Krumrey mentioned putting it in a locked drawer for safekeeping.

Puerto Rico Company Excels With Decentralized Future Soldier Management

San Juan Company

The San Juan Company has one of the lowest Future Soldier loss rates in USAREC, and that is no accident.

USAREC's standard is to maintain a Future Soldier loss rate of less than 10 percent. San Juan's achievements during the past few years are astounding. In Fiscal Year 2012, the company's loss rate was 2.3 percent. In FY 13, they have managed to better that mark with a Future Soldier loss rate of 1.7 percent.

San Juan Company's area of operations is the eastern half of Puerto Rico including the islands of Vieques and Culebra. Their approach to Future Soldier training is decentralized: Each recruiting center conducts its Future Soldier training with direct oversight from the company commander and first sergeant. San Juan carries an average Future Soldier pool of more than 180 members in any given month.

What makes their Future Soldier training program successful is the way they approach its members with a "you belong to the team" mentality.

"We don't treat them as applicants, we treat them as Soldiers," said Carolina Center Future Soldier Leader Staff Sgt. Cynthia Ramos. "We train them to live up to our Army Values, assist them toward getting ready for basic combat training and advanced individual training, but most importantly, we let them know they can always count on us for advice and support."

"San Juan Company conducts a Future Soldier formation with physical training on any given morning of the week. They even conduct PT on Saturday mornings to support those Future Soldiers who cannot attend regular weekly PT due to their civilian work schedule or other personal reasons. Our center commanders all agree, to achieve team success, they must take the time to nurture and develop our Future Soldiers."

San Juan Company Commander Capt. Pedro Costas maintains the base for success of the Future Soldier Training Program begins with the Army interview.

"These last two quarters our battalion commander (Lt. Col. J. Frank Melgarejo Jr.) has pushed for a greater emphasis on the Army interview for every applicant. This increased awareness during the initial interview has paid off big

dividends. Our Future Soldier population is the result of a great initial Army interview. It's a win-win for the applicant and the Army; they are assisted with the decision of what works best for them, active or Reserve duty, while our efforts are rewarded with a solid commitment from the very beginning."

Another essential part to this effort relies on the ARCA (Army Compensation Advantage Program). The ARCA has



Rio Piedras Future Soldiers enjoy MREs, or Meals, Ready to Eat, during training.

SSG KEN ROSADO

been used to aid the applicants in discovering their interest and choosing a career path.

Once the Soldier lays out all options, alternatives, economic factors and post Army career opportunities, it is then up to the applicants to make sense of what best works for them. The battalion has a policy in place that each and every applicant gets to take home a copy of the ARCA.

"When an applicant leaves our office with the ARCA in hand, they usually come back with their parents or family members seeking even more information," said Sgt. 1st Class Luis Cartagena, Cayey Recruiting Center.

"Leveraging the ARCA with a solid initial Army interview results in a Future Soldier who feels confident about their decision to enlist. It also allows a clear path for their future goals."

An important element of any successful FSTP is recognizing the importance of NCO and Family involvement, according to Company 1st Sgt. Roberto Gonzalez.

"We are the guests here; keep in mind that we must earn the trust and confidence of the local community, respect the culture and embrace family involvement. These ingredients produce a good taste in the mouths of our prospects and applicants. It's the perfect recipe."

Unique Event Combines Soldiers Past, Present and Future

By Debbie D. Cannon
Denver Battalion

Families are a big part of the decision for a young man or woman to join the Army. As they often make the decision together, they also celebrate the decision together.

A five-year tradition between the Denver Battalion and American Legion brought together more than 500 past, present and future Soldiers during a Future Soldier swear-in held in conjunction with the American Legion's Mid-Winter Convention in Colorado Springs, Colo., in January.

Brigadier Gen. Darsie Rogers, 4th Infantry Division deputy commanding general for support, administered the oath to 125 new recruits, five of whom were cadets, and promoted eight Future Soldiers.

The American Legion's Past National Commander Tom Bock pledged the Legion's support to the new recruits now, through their entire career and after they retire. The Legion gave each Future Soldier a miniature folded flag made by a legion member.

"Showcasing our newest Soldiers who are the best and brightest is a moving event," said Lt. Col. William Rose, Denver Battalion commander. "I'm so proud of these young men and women who volunteer, and I enjoy meeting them, their families and friends."

Practicing for the event taught Future Soldiers a lot about military protocol, marching, and drill and ceremony. Then they

saw a large scale military event in action.

Select Future Soldiers were interviewed by the area media, which showed strong support for this local event in the military-friendly town next to Fort Carson.

Quinten Ziegler, a senior at Fountain Fort Carson High School, was promoted to private E-2. He followed in his dad's footsteps by joining the Army.

Ziegler said the even bigger impression to his decision to join the Army was at age six when his school was closed and everyone went home because of 9/11.

Ziegler will receive training as a cavalry scout at Fort Benning, Ga., and said he hopes to attend sniper school at a later time.

Another goal while in the Army is to get his college education.

Matthew Cavanaugh, a 2011 graduate of University of Colorado at Colorado Springs, has a family history of service to country as well with a granddad who was in the Army, parents who were in the Air Force, and a brother who was a Marine. Cavanaugh was promoted to specialist.

Two brothers, 20-year-old Andrew and 17-year-old Anthony, were cheered on from the audience by their mom, Amber Barson, and sisters.

"We're very close. They're my babies," said Barson. "One son joined and two months later the other decided to."

Overall, the comments from families and Future Soldiers were those of gratitude and an overwhelming feeling of emotion that they would be honored at such an event.

Center Commander Connects With Youngsters in Marine-Dominated Community

Raleigh Battalion

Jacksonville Recruiting Center Commander Sgt. 1st Class Johan Ponder teamed up with the Southeastern Preschool Education Center (SPEC) career week in North Carolina to connect with tomorrow's future and provide information to the youngsters on what it takes to be successful in life. The SPEC career week offered representation in various career fields to increase awareness to students; Jacksonville Recruiting Center was invited to shed light on what it means to be a Soldier.

The city of Jacksonville is predominantly Marine oriented because of its history with and proximity to Camp Lejeune. It has become a goal for the Jacksonville Center to create a positive representation through community outreach.

"We simply display a care and generosity to our community like no other," said Ponder, who delivered the Army presentation to the SPEC preschoolers. The presentation featured a demonstration on donning a protective mask (M-42A) and a detailed description on how a protective mask filtering system works. Students were afforded the opportunity to try on a small protective mask and speak through the canister.

Ponder said the various dynamics of the lifestyle of being a Soldier in the U.S. Army on a daily basis was discussed during the presentation, as well. This effort has improved the center's relationship with the community. Ponder added that a SPEC teacher has also reached out to the center for their assistance in helping to motivate the students with the focus and importance of having good behavior and listening.



Sgt. 1st Class Johan Ponder demonstrates the protective mask to North Carolina preschoolers during their career week.

NHRA Partnership Revs Up Students' Thoughts About Education, the Future

Story and photo by John Thompson
Houston Battalion

A professional race car driver, the owner/operator of a car racing complex and an experienced Soldier explained to high school students the impact education — or the lack of it — has on their plans for the future.

Tony Schumacher, Seth Angel and Staff Sgt. Tam Pham addressed 1,500 students as part of the National Hot Rod Association (NHRA) and the U.S. Army's Youth and Education Services (Y.E.S.) program. The Y.E.S. program touts the benefits of completing high school, the value of continuing to learn after high school, the value of exploring career options and setting goals to achieve success.

"I never want to put myself in a position where what I do for a living is too easy," Pham said. "I want to see how hard a task can be. I love the challenge of what I do and the travel.

"My first duty station was in Germany. At 18, I got to train with German forces and later got to train in different countries with English, French and Romanian forces. What excites me is learning different cultures while at the same time pushing yourself to new heights in your career. You should always be setting higher limits for yourself."

Pham, an infantry Soldier serving as an Army recruiter in Lake Jackson, Texas, is working on a bachelor's degree in criminal justice. His enrollment in college indicates a desire for self improvement and shows others education goals can be achieved while being a Soldier. Pham earned the Combat Infantry Badge while in Afghanistan and was presented the Purple Heart for wounds received when his vehicle struck a roadside bomb.

Schumacher exudes an intensity of a competitor who is on top of his game. Nicknamed "The Sarge" for driving the Army's top fuel dragster, his stint racing under NHRA rules has netted him seven world titles, with 69 career wins in the top fuel dragster racing category. Schumacher

considers his victories the result of teamwork. Technically skilled and motivated individuals work on his car, coordinate logistical needs for daily operations and handle the marketing of his career. Schumacher explained to students where you end up in life is influenced by who you "hang" with.

"You are as good as the people around you," Schumacher said. "If you are around five of your buddies and they are all smart, seeking a good education and have goals, you are going to go in the right direction. If you are around a bunch of knuckleheads, you will not go in the right direction."

Schumacher went on to ask those gathered if they would be willing to trust their lives to their best five friends. He questioned if they could count on those friends to be responsible enough to ensure the proper functioning of a race car that could go 300 mph.

"Would you be willing to drive it," he asked. Very few hands were raised. Schumacher said that like in the Army, you surround yourself with men and women with the right stuff. Most recruiters in the room know that when they leave recruiting, they will be serving with those they helped enlist.

"That is why they and the Army are so particular," Schumacher said.

When it comes to using education to spring into a better future, Angel, vice-president and general manager of Royal Purple Raceway in Baytown, relies on his master's degree earned at the University of Texas. What he looks for when someone applies for job at the raceway is similar to what it takes to be on Schumacher's race team or to be a Soldier: "You have to be the best. You have to want to succeed."

"We employ hundreds of people throughout the year," Angel said. "It takes a lot to make this place work. When we put people in place, we want to make sure we have the best people.

"You have to be able to look in the



Staff Sgt. Tam Pham talks candidly to a group of 300 high schools students from the Houston area about his desire to improve his life through taking college courses and how he always seeks opportunities to challenge himself in his career.

mirror and say, 'How am I going to make a positive change and how can I move in that direction.'"

Angel says similar to the many different jobs found in the Army, the raceway requires people for technical jobs, book keeping and accounting, sales, marketing and public relations, culinary arts and computer programming. Many jobs require technical school, college or specialized training. Angel emphasized you can't work for him, the Army or many other businesses if you don't stay in school.

"Those are the type of people I surround myself with each day," Angel explained. "That is the only way we can put on great events and entertain our fans and provide a safe race track for Tony to go down at over 300 miles per hour."

After one presentation, a faculty member from an area school approached Pham to talk with him about making a visit to his school to talk about career planning with students not able to attend the Y.E.S. program.

Future Soldier of Week Program Engages Community, PaYS Partner, Future Soldiers

Central Illinois Company

In today's Army, Future Soldiers who have already graduated from high school will wait on average two to three months from the time of enlistment until they ship to training. For high school seniors, this period is extended until they receive their diplomas.

During this period Future Soldiers are pulled in many directions that can be detrimental to their enlistment and career in the Army. While it is ultimately the responsibility of the Future Soldier to remain qualified, it is the job of the Future Soldier leader to provide the motivation and mentorship to keep them pointed in the right direction.

For Sgt. Thomas Kudlicki, Future Soldier leader of the Pekin, Ill., Recruiting Center, finding the formula that works for his Future Soldiers was a troublesome task.

"When I first took over as the Future Soldier leader for the Pekin Center, we were experiencing substantial losses from our Future Soldier pool," said Kudlicki. "For various reasons, our Future Soldiers were making choices that led to them not making it through the process and on to basic training."

With the leadership of Company Commander Capt. Mark Welch, Kudlicki combined a strong dose of Army structure with community involvement that has not only inspired his Future Soldiers but also the people around them.

"The plan just developed on the way. We wanted to find ways to keep our Future Soldiers both inspired and engaged," said Kudlicki.

The Central Illinois Company collaborated with local Partnership for Youth Success (PaYS) partner Advanced Technology Services (ATS) and their representative, Brooke Anderson, to promote both physical fitness and a Soldier's duty to serve as an ambassador in the community. Welch, along with the strong support of both Kudlicki and the Peoria Recruiting Center Commander Sgt. 1st Class Justin Reed, volunteered to take part in a United Way run that was being hosted by ATS.

Kudlicki and Reed brought together 20 Future Soldier volunteers to take part in the September event.

"For many of the young men and women, this charity run provided a glimpse of what it meant to be on team that was bigger than themselves," said Kudlicki.

An instrumental part of the run's success came from a member of the Future Soldier team. Now Pfc. Dominic McCune embraced the ideology of community service and wanted to do his part wherever he could.

"As an ambassador, I feel it's my responsibility to be the example for other high school students," McCune said. "Be it losing weight to join the Army or achieve that goal of reaching the pinnacle level of Eagle Scout."

McCune, an Eagle Scout himself, lost over 50 pounds to be eligible for enlistment in the Army.

"I truly felt I have grown so much including during training as I was able to assist other Future Soldiers during their times of struggle."

To recognize the above and beyond achievements of Future Soldiers like McCune, the Central Illinois Company reached out to the local media to find a medium that would support the Army cause. The Pekin Daily Times, which reaches over 8,000 homes in the surrounding area, answered the call.

As a part of a partnership that Welch and his company forged with the Pekin Daily Times, the newspaper agreed to run an article focusing on Future Soldiers who have gone above and beyond while in the program. McCune was the first to take center stage for both his drive to become physically fit and desire to help others.

Soon after the first Future Soldier of the Week article, McCune's mother Jennifer and his father Jesse began to receive phone calls from family and friends about McCune and his accomplishments.

"My wife and I have always been proud of our son," said McCune's father Jesse, "but to see him mentioned as an ambassador to the community brought us to tears as we have seen his transformation over the last year."

Not only has the article had an effect on McCune's friends and family, but also among his fellow Future Soldiers.

"Since the article, we have seen a noticeable increase in the number of Future Soldiers who attend each and every function," said Kudlicki. "Future Soldiers are now showing that true desire to do more and be better."

"The recognition program continues at the Pekin Center and Central Illinois Recruiting Company as this cost-free effort, continues to build the Army's strength through motivation and continual positive re-enforcement," said Welch. Since the posting of the inaugural article, the Pekin Center under Kudlicki's leadership and direction has taken zero losses.

"That is something to be proud of," said Welch. "These types of actions support the efforts to contract, train, and sustain every Future Soldier."



PaYS partner representative Brooke Anderson recognizes Pekin, Ill., Future Soldier of the Week Pfc. Dominic McCune at a community run.

1. Which of the following Future Soldier losses could have been avoided through a strong Future Soldier training program?

- a. Law Violation
- b. Injury
- c. Apathy
- d. None of the above

2. What team member is required to complete DEP-out procedures for Future Soldiers prior to handing the Future Soldier off to the center commander?

- a. Engagement team member
- b. Recruiting support team member
- c. Assistant center commander
- d. Future Soldier leader

3. Applicants become Future Soldiers when they _____.

- a. Provide a qualified referral
- b. Receive their FSTP orientation
- c. Take the Oath of Enlistment
- d. Pass their diagnostic PT test

4. Future Soldier leadership is the _____ duty and responsibility.

- a. Recruiter and center commanders
- b. Company commander and first sergeant
- c. Battalion commander and sergeant major
- d. The entire command's

5. The Future Soldier Training Program prepares Future Soldiers for the rigors of _____ and _____.

- a. Basic training and advanced individual training
- b. Physical training and drill and ceremonies
- c. Initial entry training and life as a Soldier
- d. Army life and combat

6. Which USAREC Regulation covers policies and procedures for the management of Future Soldiers?

- a. USAREC Reg 601-95
- b. USAREC Reg 601-107
- c. USAREC Reg 601-96
- d. USAREC Reg 601-101

7. Applicants who take the oath of enlistment are officially recognized by USMEPCOM as _____.

- a. Future Soldiers
- b. Augmentees
- c. Members of the DEP or DTP
- d. Enlistees

8. The _____ is responsible to ensure Future Soldiers are properly trained, motivated and ultimately ship.

- a. Assistant center commander
- b. Future Soldier leader
- c. Center commander
- d. Company commander

9. Identifying trends in losses, providing training, and leader involvement in counseling Future Soldiers can have a positive impact on the FSTP program and _____.

- a. The recruiting force
- b. The mission
- c. The target market
- d. The Future Soldier

10. What USAREC Form is used to request a Future Soldier function and then used for the after action report?

- a. UF 1137
- b. UF 1035
- c. UF 986
- d. UF 1115

Want the Answers? The answer key is on Recruiting ProNet (you must be a member).
https://www.milsuite.mil/book/community/spaces/apf/recruiting_pronet/recruiter_journal

Recruiting ProNet has moved. The Recruiting ProNet Home Page has moved to milBook; the new home page is located at https://www.milsuite.mil/book/community/spaces/apf/recruiting_pronet.

Members should save the link in their favorites. If you are able to access Recruiting ProNet through the link above, then your membership transferred successfully and no further action is required. All members of the new forum will continue to receive the Recruiting ProNet Newsletters via email.

If you cannot access Recruiting ProNet through the above link and still want to remain a member, then you need to ensure that you have established a milSuite account, and you can then join the forum. Create an account at <https://www.milsuite.mil/> and follow the instructions.

MOBILE DISTRACTION TEXTING



You know not to text and drive, but does your battle buddy?

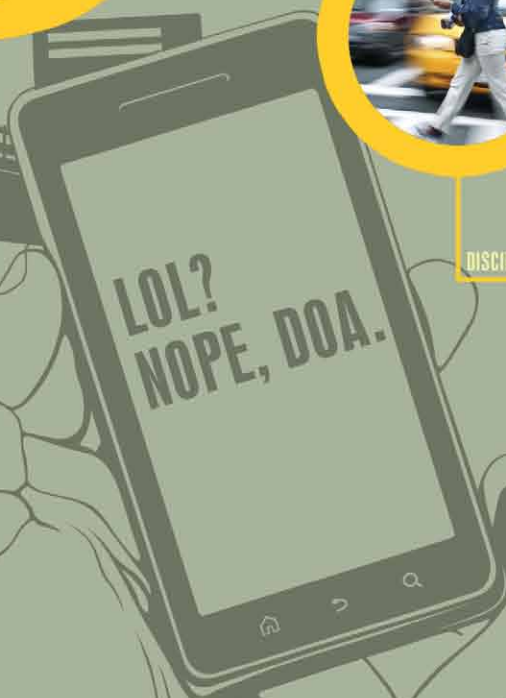


TRAINING



STANDARDS

DISCIPLINE



Training, Discipline and Standards

Training, discipline and standards are the bedrock of our Army, and as Soldiers, you've been taught what right looks like. As leaders, you have a duty and a responsibility to maintain standards in your formations. You also have an obligation to your Soldiers and their Families to manage risk and take action to correct problems. In our fight against accidental injuries and fatalities, knowledge is the weapon of choice.



ARMY STRONG:



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